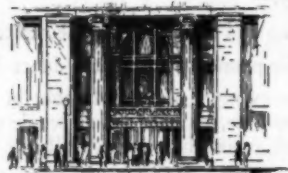


PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXIX, No. 13 NEW YORK, JUNE 29, 1922

10c Copy



B. A. I. S. 1919 with
N. W. Ayer & Son

Consider the Importance of the Humble Hinge

THROUGH the centuries, hinges have supported responsibilities weightier than mere door panels. Secrets of State have hung upon their silence. They have opened and closed the greatest chapters of the world's History.

Reliable hinges play a vitally important part in the safety, comfort and convenience of modern man.

For three years it has been our interesting task to impress this fact upon public consciousness for the McKinney Manufacturing Company, of Pittsburgh, Pennsylvania—makers of good hinges for over half a century.

We have found hinges far from prosaic. Instead, they have opened to us wide vistas of History and Romance and Sound Selling Argument.

The Humble Hinge is just one of many worthy commodities which have been lifted from the rack of the commonplace by Advertising Headquarters.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO

The Whole Country Is a City

The telephone, the phonograph and the automobile have made a city of the country.

It is easy nowadays to get a dancing party together in the country.

Call them up and they hop into their autos and come.

Turn on the phonograph and the dance is on.

This is one example of the fact that in the country there are up-to-date, sociable young people who dress in city styles and whose homes have all the newest furnishings and conveniences.

Farm families make their purchases in the cities. They go in their cars. They buy in the stores where your goods are sold.

Are you telling the six million farm families about your goods or are you overlooking one-half of the people that go into your dealer's stores?

Two million of the best buying class of farmers are readers of The Standard Farm Papers.

They get their buying ideas from the advertising pages of the Standard Farm Papers.

They make their purchases in the cities.

To get your share of this great market does not mean widening your distribution because these people are in your stores every day.

Tell them about your product and you will get the returns.

The Standard Farm Paper Unit

The flexible national medium with local prestige.

A. B. C. Circulation 2,000,000.



- Hoard's Dairyman**
Established 1870
- Progressive Farmer**
Established 1888
Birmingham, Raleigh,
Memphis, Dallas
- The Michigan Farmer**
Established 1843
- The Ohio Farmer**
Established 1848
- The Wisconsin Agriculturist**
Established 1877
- Prairie Farmer, Chicago**
Established 1841
- Pennsylvania Farmer**
Established 1880
- The Breeders' Gazette**
Established 1881
- The Nebraska Farmer**
Established 1859
- Wallaces' Farmer**
Established 1895
- Pacific Rural Press**
Established 1870
- The Farmer, St. Paul**
Established 1882
- The Farmer's Wife**
Established 1900

Eastern Representatives:
WALLACE C. RICHARDSON, INC.,
95 Madison Ave.,
New York City

Western Representatives:
STANDARD FARM PAPERS, INC.,
1100 Transportation Bldg.,
Chicago

All Standard Farm Papers are members of the Audit Bureau of Circulation

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXIX

NEW YORK, JUNE 29, 1922

No. 13

Selling the Smaller Trade in Big Cities

Many New Accounts May Be Sold after "100 Per Cent Representation" Is Obtained

By R. J. Burtless

THERE never was a sales manager worth his salt who didn't have one feminine trait—curiosity. As young Mr. Bluebeard once discovered—and as all good sales managers know—this virtue or vice often reveals dead secrets. So it was with us in Chicago—and here is how it all happened.

My records show that on June 12, 1914, I hired Arthur J. Wheeler, once in the employ of our chief competitor. My memory tells me that the very same morning our star salesman, Bill Appelby, wrote in the good news that he had landed the last worthwhile account in Chicago. "The Robertson and Farrington outfit," he wrote, "is at last in line. After five years of hounding they will now stock our line exclusively and drop 'X' (our chief competitor), first on staples and then on specialties. This gives 100 per cent representation in Chicago."

Let's come back to Arthur J. Wheeler, the cub salesman I hired that morning. It is seldom that I hire a man who has worked for a competitor. But young Wheeler had only a faint touch of the tar brush. He came to me from a friend in an allied but non-competitive line as a result of the early 1914 let-down in business. He had worked six or seven months for "X," our competitor, three years before.

In accord with usual practice, I asked if he cared where he was

sent after training. His reply was, "Anywhere you need me; Chicago, by preference." Bill Appelby's letter was still fresh in my mind. Why send a man to Chicago—a 100 per cent town for us? But my feminine trait bumped upward and I voiced my curiosity. "Why Chicago?" Then I got the same old shock that often comes to those who would gaze behind the locked door. For young Wheeler replied, "Well, you haven't given the same attention to Chicago as have the 'X' people. They've got Chicago about 100 per cent their way unless things have changed since 1911."

Bill Appelby and young Wheeler were both right. In the worlds—two different worlds—in which they lived and sold and observed, conditions were as they reported. To the star salesman, Bill Appelby (with thirty big cities to cover) not more than twenty-five accounts really existed in Chicago. He had done a 100 per cent job when he lined up these accounts. To the cub salesman Wheeler, a high-grade junior salesman, "the Chicago trade" meant hundreds of small accounts, some on State Street and others eight miles away.

I pressed young Wheeler further—I named over Appelby's Chicago accounts. He replied: "Oh, yes! Those downtown stores. What I meant was —," and he named a number of firms

that meant nothing to me or mine.

SCORES OF GOOD PROSPECTS NEGLECTED

So we had placed before us the current offerings of Dun and Bradstreet. Fingernail against page, he went down column after column. As a result of the listing which I made as he called, we had 180 names. All but about a dozen were rated. They ranged in size from one general jobber of whom I'd never heard, although rated "\$1,000,000 and up, first credit" to "\$500 and down. Do your own credit guessing." Out of these names, young Wheeler claimed to remember more than half.

As we have always prized ourselves on our jobbing connections in the Middle West, my first question naturally was about the million-dollar jobber. "Didn't know he ever carried lines like ours," I remarked. "Sure of it?" "That's a funny one," he came back. "I went in there on a personal errand, never thinking of business. They are agents for a lot of 'junk' lines and I was trying to get the factory address of a defunct motor-boat engine maker. They passed me from department to department. No one seemed to know who handled which. Finally they found out who knew—if anyone—the answer to my question. He wasn't at his desk, so they gave me a chair. While I waited, I rubbed.

"On the sample shelves around me I saw several articles usually sold in connection with our line. So I sold Mr. Marine Engine Man an order just on the logicalness of it. They never listed the line in their big catalogue, but every one of the sixty salesmen in that department sells it from price-book inserts I pasted up for them. When I was in Chicago a year ago I dropped in for old-time's sake, and Mr. Powers, the buyer, told me they sold more than \$6,000 worth of 'X' goods last year.

Now \$6,000 accounts are rare in our lines. Six thousand dollars is all but a carload. Evidently Bill Appelby hadn't quite his 100

per cent—what he had was 100 per cent of logical business.

But that wasn't the big shock. When young Wheeler and I got down to business we figured out more than \$80,000 in possible sales to the small trade we were not selling—a good twelve carloads.

Let's visualize the situation in our lines in Chicago as it was in June, 1914:

Grade I—Trade outlets.....	27
Grade II—Trade outlets.....	180
Grade III—Trade outlets.....	270

Of these we found on investigation that we were selling:

Grade I.....	26
Grade II—Direct.....	11
Grade II—Through jobbers...	28
Grade III—Direct.....	2
Grade III—Through jobbers...	54

In this listing we included in "Grade I" all large jobbers and the largest retailers. In "Grade II" we included all other jobbers listed as handling lines which customarily would include our own and retailers rated at \$1,000 and more. In "Grade III" we included all retailers listed with ratings less than \$1,000. We added retailers not in rating books at all, but shown under our lines of business in the local directories and classified telephone index.

So we put young Wheeler and another junior salesman into Chicago to mop up. Their billed sales by years show to nearest thousand dollars:

1914 (Half year).....	\$12,000
1915	22,000
1916	36,000
1917	42,000
1918	48,000
1919	63,000
1920	102,000
1921	84,000

These sales do not include the purchase of the "million-dollar jobber" which Appelby built up to a nineteen-thousand-dollar account in our banner year of 1920. In 1915, 1918 and part of 1921 we had an extra man in Chicago in the winter months, after fall business in other sections was safely in the "silo."

The 1921 total of \$84,000 is what we expect to beat in 1922. With us, as with many others,

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A LOVELY complexion is the exemplification of refinement. Pears' Soap has been "Matchless for the Complexion" Since 1789

*"Good morning!
Have you used Pears' Soap?"*

Pears'
SOAP

The advertising for Pears' Soap
is prepared by this agency.

THE H. K. McCANN COMPANY
Advertising
NEW YORK CLEVELAND SAN FRANCISCO TORONTO

TRUTH
WELL
TOLD

1920 was a freak. Foolishly I set \$100,000 as the small-trade Chicago quota. We made it—but overstocked speculative buyers in doing it.

That session with young Wheeler in 1914 has led to a million dollars (in 1920 nearly a million and three-quarters) extra business for us. To be sure, we had in no one other city neglected the smaller trade so badly as we did in Chicago. Chicago "way back" was covered on small trade and big trade by a so-styled "resident manufacturers' representative." He told us that we'd got to play ball with the jobbers and the big retailers and leave all the rest alone—and we believed him on the strength of a few letters from jobbers who offered to stock our line if we "would keep away from the small fry." Then I shifted Bill Appelby East from the Coast. It didn't take him a day to spot our agent as dead wood. But when we dropped that particular pilot we didn't free ourselves from the evil he had done in teaching us not to go after the smaller trade.

Today we turn to Chicago jobbers orders totaling nearly \$25,000 each year—but that will leave us in 1922 nearly \$65,000 in direct business—most of which otherwise would go to "X" and other manufacturers selling this class of trade direct.

Within a week after I had diagnosed Chicago with young Wheeler I had similar diagnoses under way in other cities. By putting a dozen clerks on Dun, Bradstreet and directories, and by hiring (on suspicion) fourteen junior salesmen, I made a test before the season closed—fortunately in 1914 several weeks later than usual. This proved by a seven-city test (we worked the salesmen in pairs) that we had a gold mine. It also soon led to exact methods of handling the small trade in big cities. I can prove this work makes us earn 11 per cent instead of 7½ per cent on our common stock. More than that, this—and one similar type of work I can't tell about

here—has closed the door to easy inroads in our leadership foundation.

We now have four methods of covering the smaller trade in large cities. Each one has proved itself a blue ribboner in its class. Each grew from experience, trial and analysis and synthesis. We have ripped apart city after city and plan after plan. But our finished garment in each town has proved the worth of the work. Right here let me add that my job means to me the making of profits rather than the making of sales. So you will find or can assume that every dollar of investment these four plans demand is a profit hound of a dollar.

Let's call our Chicago method "Big City Small Trade Plan A." As it relates to the smaller trade it includes:

1. Two 12-month-a-year junior salesmen.
2. Suburban towns inside city limits partly covered by road men. Reason 1, Economy. Reason 2, This gives us experts to develop what is, in the case of Chicago, both big small-town trade and small big-city trade.
3. Specialty men.
4. Window-trim men.
5. Demonstrators.
6. Good-will men.
7. Consumer missionaries.

One paragraph will kill off the last five classifications. We have learned to have our best specialty salesmen, window trimmers, demonstrators and good-will men give a limited amount of time to the smaller trade in big cities. This not only does immediate good, but it also makes us and our salesmen covering the smaller trade look big. We've proved that it doesn't pay for a big manufacturer to content himself with looking big to the big fellows and small to the small fellows.

Our method of handling the three Plan A cities—of which Chicago is one—is simplicity itself. The men are on straight salary. Expenses are limited to incidentals. These three cities are divided into two sections. Barring accounts sold by the regular trade star

The Purse of a Nation—

is located not in the big cities but in the "Small Towns" that you will find in every section of a country.

It is in these small towns that so many of the great battles of commerce take place, it is here that the success or failure of a great percentage of business enterprises are determined.

The backbone of this Nation is the small towns which offer the greatest buying potentiality in the country with the least resistance. It is here that the great bulk of the 600,000 readers of **THE AMERICAN WOMAN** live.

This great audience of **AMERICAN WOMAN** readers live in the best homes in these small towns.

You cannot afford to leave **THE AMERICAN WOMAN** off your list.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

Eastern Advertising Office

W. H. McCURDY, Mgr.

W. F. HARING, Mgr.

30 N Dearborn St., Chicago, Ill.

Flatiron Bldg., New York

salesman, each man covers all accounts in his territory. When an account crosses over the dividing line it comes into the handling of the man covering that territory.

Plan B is in force in nine cities. This plan calls for one regular twelve-month-in-the-year resident junior salesman. In these cities we average six months' time of a second junior salesman. This second man is a missionary consumer salesman every other month. The first man has his regular accounts on which he calls from twelve to thirty times a year. The second man has his own customers on whom he calls six times a year. The first man covers all "emergency calls" in the second man's territory during the latter's absences on missionary consumer work in other cities. Under Plan B the first man receives a salary and incidental expenses the year around. The second man is on salary and incidental expenses when in his home city, and traveling and living expenses when out on missionary consumer work.

Plan C cares for our smaller trade in thirty-nine cities. In 1923 we intend to add seventeen more to this list. Under Plan C we assign a man to the smaller trade in from two to four cities. The number depends on the closeness of their geographical bunching. The salesman makes his headquarters in the city which demands the most of his time. From six to twelve times a year he calls on the smaller trade in his other cities. He is on salary and incidental expenses when in his "headquarters city," and on salary, traveling and living expenses while covering other cities.

JUNIORS LARGELY RESPONSIBLE FOR FULL-CAR SALES

Plan D is based on fourteen traveling junior salesmen. They cover only small trade in big cities. But they specialize on securing orders for jobbers. These men work what we term the "jobbing zones"—territory well covered by jobbers and in which only the largest of retailers are accustomed to buy direct from the

manufacturer. These men are called by us "paper men," because they are comparable to the circus advance men who put up "paper" ahead of the show. These "paper men" are advance agents for our star salesmen covering the jobbing zones. By securing thousands of dollars to be turned to the jobber, the "paper men" make possible the carload shipments the senior men secure from the jobbers. Not only do these men make cars certain but, also, they make them heavy cars. Our average-size car in this territory runs in excess of 60,000 pounds, as against a 34,000-pound average the country over.

This Plan D calls for quick workers—salesmen who can sell on the first call and be remembered for six months until they call again. They are on salary of 50 per cent over the Plan B and Plan C men—and bow only to our six Plan A men in salary. They are paid full living and traveling expenses and receive full pay for ten months, half pay for one month and have one and one half months' leave of absence without pay. While we could give them twelve-month-a-year work, they voted three years ago to ask for the present payment plan and system of work.

But our near monopoly of the smaller trade in big cities by no means is left even to such a sales force. A big bet is a monthly house magazine of sixteen pages and cover for the smaller city retail trade and a bi-monthly house magazine of twelve pages and cover for our smaller jobbing city trade.

These two house magazines are entirely separate from our thirty-six page monthly magazine. While the two smaller publications were designed and are still edited for our city trade, they now reach small trade elsewhere. At monthly intervals (two weeks later than the mailings of the house magazines) we send out private mailing cards featuring our national advertising of the month. Six times a year each of the "small traders" gets an announcement featuring

Doing it first and doing it better indicates a progressive spirit. The new type Sunday newspaper of the Standard Union has made a distinct hit in Brooklyn.

All "News"—compact and without "Features." At 2 cents, including Brooklyn's only Art Gravure, this new paper will double its circulation by Fall.

R. R. Nuntmen

some of our many new lines. We make it a point to tie up the visits of our specialty men and demonstrators, using a selected mailing list which differs for each of these groups.

Because of the comparative sizes of salaries, the small expenses and the higher prices at which goods are sold, this small trade work in big cities is a truly wonderful investment for us. The volume helps out immensely on our plant overhead and administrative surcharge.

Best of all, it absolutely bars any wise-headed newcomer from entering the industry and keeps local competition down to a minimum. Thus it prevents national invasion and keeps the leaks down to all but nothing. It leaves nothing for our most stalwart rival but the traditional squeal.

K. B. Cressey, General Manager, Boston "Advertiser"

Kendall B. Cressey has been made general manager of the Boston *Advertiser*. Mr. Cressey was general manager of the New York *Herald and Telegram* in 1916. Before that time he had been with the New York *Mail* and the Street Railways Advertising Company.

New Account for Adamars Company

The St. Louis Tin & Sheet Metal Working Co., maker of lithographed cans, has placed its advertising account with the Adamars Co., St. Louis advertising agency. Trade publications in the oil refining and distributing field will be used.

American Molasses Co. Will Advertise

The American Molasses Company, New York, has decided to advertise and has made plans for advertising one or two of its leading products. It has appointed the Thresher Service Advertising, New York, as its advertising agency.

Federated Engineers Appoint J. Walter Thompson Co.

The Federated Engineers Development Corporation, and its subsidiaries, including the Fedco Sales Company, Newark, N. J., have appointed the J. Walter Thompson Co., Inc., as their advertising agency.

New York Better Business Bureau Incorporates

New York's Better Business Bureau, the formation of which was reported in *PRINTERS' INK* of May 11, has been incorporated in New York, with the following directors:

D. F. Houston, former Secretary of the Treasury and president of the Bell Telephone Securities Company; R. T. H. Halsey, governor of the New York Stock Exchange; Russell R. Whitman, publisher of the New York *Commercial* and director and chairman of the Better Business Bureau Committee of the Advertising Club of New York; George W. Hodges, former president of the Investment Bankers Association; H. D. Robbins, chairman of the National Vigilance Committee of the Associated Advertising Clubs of the World; Gates W. McGarrath, chairman of the board of the Mechanics and Metals National Bank; Lewis E. Pearson, chairman of the board of the Irving National Bank; William H. Barr, president of the National Founders Association; J. G. White, first vice-president of the Merchants Association of New York; H. S. Houston, publisher of *Our World and World Fiction*, and chairman of the board of trustees of the National Vigilance Committee of the Associated Advertising Clubs of the World, and John J. Pulleyn, president of the Emigrant Industrial Savings Bank.

H. P. Junkins with Cooper Underwear Co.

H. P. Junkins, recently advertising manager of the International Corset Company, Aurora, Ill., is now with the Cooper Underwear Company, Kenosha, Wis., as assistant to the president. He will be in charge of research for the Cooper company and will devote part of his time to the reorganization and development of the company's advertising department.

Cooper Tire Account with Chicago Agency

The Cooper Corporation, Cincinnati, manufacturer of "Cooper" automobile tires and "Cooper" storage batteries, has placed its advertising account with the McJunkin Advertising Company, Chicago. The advertising plans of this account include campaigns in magazines, newspapers and agricultural publications.

Federal Farm Loan Board Advertising

The Federal Farm Loan Board, Washington; the Federal Land Bank, Springfield, Mass.; and the Federal Land Bank, Baltimore, are now advertising in farm papers.

These campaigns are being directed by The Charles Advertising Service, New York.

Just one fact—and he's a year ahead of his competitors

A simple, obvious service-to-the-consumer idea had been known for several years to the manufacturers of an important item of wearing apparel. The idea involved but little additional expense and trouble.

"Some day we'll do that," they said—"when the public wants it."

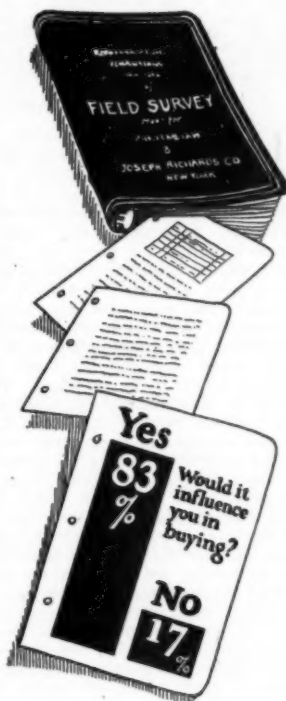
Our client went to the public through a Richards' survey. He learned that the public wanted this extra service feature and wanted it *now*. The great majority of the women interviewed stated emphatically that they would favor the merchandise of the manufacturer who introduced so practical and economical an innovation.

"Some day" is *today* with our client. His complete fall line for men, women and children features the "obvious" idea that the public will whole-heartedly welcome.

Establishing just one fact put him a year ahead of his competitors.

JOSEPH RICHARDS CO. INC.

an Advertising Agency — Est. 1874
NINE EAST FORTIETH ST. NEW YORK



"Facts First — then Advertising"
RICHARDS

The Right to "Refuse to Sell"

U. S. GUTTA PERCHA PAINT CO.
PROVIDENCE, R. I., June 19, 1922.
Editor of PRINTERS' INK:

Just at present we are much interested in articles regarding "The Right to Refuse to Sell," a very good example of which appeared on page 81 of your January 26, 1922, issue.

Articles that deal in any way with the legal right of the manufacturer to sell one dealer in a territory and to refuse to sell others, because of territorial agreement rather than because of price maintenance reasons, would be especially interesting.

U. S. GUTTA PERCHA PAINT CO.,
GARDNER TILLINGHAST.

THE right to refuse to sell, or to put it another way, the right to select one's customers, is not seriously in doubt when it is dissociated from price-maintenance schemes, agreements to refrain from handling the goods of competitors, or other methods which have been adjudged restraints of trade. The policy of appointing exclusive distributors on a territorial basis is a very common one, and when standing by itself is hardly likely to be attacked. So well is this recognized that we have never seen it seriously disputed except in connection with other practices tending to restrain competition, or to create a monopoly. The Supreme Court of the United States declared in the Colgate case: "In the absence of any purpose to create or maintain a monopoly, the act does not restrict the long-recognized right of a trader or manufacturer engaged in an entirely private business, freely to exercise his independent discretion as to parties with whom he will deal. And, of course, he may announce in advance the circumstances under which he will refuse to sell."

The most important feature of that pronouncement is the opening clause, which effectively qualifies the whole paragraph, and which appears to have been overlooked by a great many business men and some lawyers as well. The Clayton Act specifically forbids certain kinds of business conduct, such as the sale of goods upon condition that the purchaser will not deal

in the goods of competitors, and price discriminations which are not based upon differences in the quantity or the quality of the goods sold. Both prohibitions are qualified, however. The first is illegal only when "it substantially lessens competition, or tends to create a monopoly," and price discriminations are lawful when they merely represent "the selection of customers in bona fide transactions not in restraint of trade." There is plenty of latitude for exclusive dealer arrangements so long as they are kept free from entanglement with other acts intended to restrict competition—
[Ed. PRINTERS' INK.]

Canadian Fruit Growers to Advertise

The Niagara Peninsula Growers, Ltd., are planning a newspaper advertising campaign to advertise their fruits. Each variety will be featured as it is ready for the market.

The Niagara District Grape Growers, Ltd., also plan an advertising campaign to commence early in the fall. Newspapers and general mediums will be used.

The Canadian Kiddie Kar Company, Elora, Ont., is running a campaign to advertise Kiddie Kars and Kiddie Karts. Small space is being used during the summer, which will be increased gradually until the peak is reached for the Christmas trade.

These advertisers have retained the Hamilton Advertisers' Agency, Ltd., Hamilton, Ont., Canada, to direct their campaigns.

Valve Account with Pittsburgh Agency

The National Valve & Mfg. Company, Pittsburgh, manufacturer of special valves and power piping, has placed its account with the Technical Publicity Company, an advertising agency of that city. Trade publication and direct-mail advertising will be used.

Clinton Brown Makes a Change

Clinton Brown, who has been in charge of advertising promotion for the St. Louis Times, has resigned to become associated with Ferree & Taylor, advertising service agency of that city. The firm will hereafter be known as Ferree-Taylor-Brown.

"McCall's Magazine" Appointment

McCall's Magazine has appointed Blanchard, Nichols and Coleman as its Pacific Coast advertising representatives.

Distinctive

Only one Daily Newspaper in St. Louis publishes a Full Page of News Photographs every day—

The POST-DISPATCH

Only one Daily Newspaper in St. Louis publishes a Full Page of Comic Features every day—

The POST-DISPATCH

Only one Daily Newspaper in St. Louis publishes a Double Page of Features for Women every day—

The POST-DISPATCH

Only one Daily Newspaper in St. Louis publishes Four Pages of Sport News and Features every day—

The POST-DISPATCH

Only one Daily Newspaper in St. Louis, in the evening field, publishes the Associated Press Dispatches—

The POST-DISPATCH

St. Louis is an Evening newspaper town—a ONE newspaper town—and the Post-Dispatch is FIRST in ST. LOUIS.

*National Representative
The S. C. Beckwith Special Agency*



Illustrated by
Rutherford Boyd

"What did you suppose we were going into
politics for if not for special privilege?
What's the use of having friends?"

—from Collier's for
July 1, 1922

Collier's columns are always open to as clear and honest a voice as that of William Allen White. In the July 1 issue we are proud to print a great article in which he surveys America as twenty-five years ago he surveyed his own State in that famous document, "What's the Matter with Kansas." We know of no one with whom we more often find ourselves in accord than Bill White. The fact that we cannot completely agree with all that he says is no reason why Collier's readers should be denied the privilege of reading him and making up their own minds.

Then read what Heywood Broun has to say of William Allen White's article in this same issue.

Collier's
THE NATIONAL WEEKLY

Do These Out-of-town Merchants See Your Product Here?



IT is like "killing two birds with one stone" to launch a product successfully on the Baltimore market.

Take your own product, for instance. Suppose it were enjoying a big, active demand in such well-known retail stores as The Leader. The first thing that would occur to the out-of-town merchant buyer—and he gets so many profitable ideas while rambling around these retail stores while in Baltimore—would be: "That will sell at home, too. I will include it in my order at the wholesale house."

Wouldn't it be a matter of sound business foresight to insure the success of your product on the Baltimore market by intensive advertising in the **NEWS** and **AMERICAN**—the papers that reach practically every buyer's home in and near Baltimore every day?

And then, through its Baltimore popularity, reach these merchant buyers who visit Baltimore's wholesale houses by the tens of thousands yearly from that territory extending from Pennsylvania to the Gulf?

Baltimore people have confidence in a product when they "see it in the NEWS and AMERICAN." Combined rate for these two papers for 1,000 lines or more is 30c daily, Sunday, 35c; Sunday American Rotogravure, 35c per line flat.

The Leader is situated in the very heart of Baltimore's shopping district.

For nearly twenty years under the management of the Cahn, Coblenz Company it has been one of the leading department stores of the city.

Mr. Leon C. Coblenz of this firm is shown in the photograph above. Aside from their wide connection in business circles, both Mr. Cahn and Mr. Coblenz are prominent figures among Baltimore's public-spirited citizenry.

THE BALTIMORE NEWS

Evening, Daily And Sunday.

The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a week
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

Translating "Starchless" into "Stylish" for Collars

A National Campaign to Establish an Orphan Product with the Trade and the Public

An Interview with Max Phillips, of the Phillips-Jones Corporation, New York

By Roy W. Johnson

WITH respect to advertising, many business men are still in the position of the apocryphal individual who owned the leaky roof—when it rained he couldn't fix it, and when the sun shone it didn't need fixing anyway. So with advertising—when business is bad they can't afford it, and when business is good, why advertise at all? The logic is unimpeachable, but as a business philosophy it has certain drawbacks of a practical character. It leaves the future a little too much at the mercy of circumstances.

In contrast to the foregoing, the Phillips-Jones Corporation, though business has been good on Van Heusen Collars ever since the first announcement was made to the trade, has tripled its advertising appropriation in the past year, and is running a campaign of full-page proportions, not merely for the purpose of selling collars, but with the idea of changing the conception of good taste among collar wearers.

In the first place, it is said that the Van Heusen Collar was rejected with scorn by every manufacturer in Troy, and had come to bear all of the earmarks of an orphan child by the time it was accepted by the Phillips-Jones Corporation. At any rate, when John Manning Van Heusen, the inventor, happened to meet Alfred Wallerstein he expressed himself as discouraged with his year's effort to interest collar manufacturers. Mr. Wallerstein, however, being an advertising man with a well-developed bump of optimism, opined that he could place it, and did so. He induced the Phillips-Jones Corporation to adopt the orphan, and undertake the responsibility for its upbringing.

It appears that problems of production had a great deal to do with the difficulties that were encountered. The process of manufacture is a slow one, as compared with other collars, requiring special looms, special treatment of yarn, and so on. A large reserve stock cannot be acquired in a hurry. Furthermore, the attitude of the big collar manufacturers toward the product did not lead to overconfidence in its popularity. Therefore it was decided to give it a tryout in the New York market before too much money was tied up in reserve stocks and manufacturing equipment. When the first announcement was made a little over a year ago through the trade press and a short campaign in the New York newspapers, the company had a reserve stock of only a few thousand dozens, and was turning out collars at the rate of several hundred dozens a day.

Immediately it became evident that the popularity of the orphan child had been seriously underestimated. In fact, it rapidly became embarrassing. The reserve stock was gone almost before the newspaper campaign was fairly started, and orders from retailers were received so fast that it was utterly hopeless to try to keep up with them. Furthermore, the demand refused to confine itself to New York territory, but spread pretty much throughout the whole country following the trade-paper circulation. In one sense the tryout was a howling success, but the company was in somewhat the position of the boy who had a calf by the tail, and would have been much obliged if somebody had told how to let go.

Men were certainly not con-

sconscious of a radical desire for any change in collars. Their dissatisfaction, as far as it existed, was unconscious. But with the first Phillips-Jones advertisement, this unconscious dissatisfaction translated itself into a desire for the new and different collar.

All things considered, the reputation of the product among the trade suffered severely. The company was still oversold, and would be for some time to come undoubtedly—but the accusation of unfairness and favoritism was a dangerous leaven to be permitted to work in the minds of the trade. To protest against it would amount merely to a protestation of one's own virtue—hardly a convincing procedure. The plain truth of the matter was sufficiently extraordinary as hardly to be convincing either. Something ought to be done about it. But what?

The present campaign of national advertising is the answer to that question. The company is using full pages in national mediums, not to sell an already oversold product, not to protest its virtue and innocence, not to recommend the Van Heusen as a "soft" collar or a "summer" collar, but to establish it firmly in the minds of the public as a collar—a standard article of apparel for all-year wear, and for

all informal occasions. The company is well assured that when the product is once firmly established in the public mind as a standard article, the prejudice of the trade can safely be left to take care of itself. It is not attempting to "force" the dealer, but to bring about a condition where he will see that his own best interest demands that prejudice be forgotten.

The page advertisement referring good-humoredly to "Ye Hall of Discomforts" has already been described in PRINTERS' INK. This is at once a good-natured comeback at the American Laundry



Introducing
VAN REAL
A NEW STYLE SUMMER

VAN HEUSEN
PATENTED
the World's Smartest **COLLAR**

Smarter than a stiff collar, more comfortable than a soft collar.

Cut a trifle lower front and back, with points a shade longer, the VAN REAL is the coolest, most comfortable and smartest of summer collars. Timed to meet the hot-weather

needs of well-dressed men, this new VAN HEUSEN Collar will be on sale at leading haberdashers' the country over, on the morning of Thursday, June 29th.

Ask your dealer to show you the VAN REAL Collar—and the same collars also, VAN CRAFT, with the VAN HEUSEN Collar attached.

PHILLIPS-JONES CORPORATION, New York • 1225 BROADWAY • NEW YORK

ADVERTISING IN GENERAL PERIODICALS HAS SOMETHING OF THE APPEARANCE OF USUAL COLLAR COPY WITH SPECIAL VAN HEUSEN ARGUMENT IN THE TEXT

I don't suppose that the other collar manufacturers took unfair advantage of the situation. They didn't have to. Their salesmen were pretty sure to be asked "Why can't I get Van Heusen Collars?" and salesmen are human. The natural answer was to the effect that Phillips-Jones were probably gunning for the big trade, and letting the little fellow wait. The situation could hardly have been better from the standpoint of competitors—the same concerns, be it remembered, which had swept the orphan child from off their doorsteps.

Machinery Company's animadversions on stiff collars and successful men, and an important part of the campaign above referred to. The cartoon of the pall-bearers bringing the stiff collar into the "Hall" amid the plaudits of the crowd is intended to suggest that the starched commodity may be laid permanently aside, along with the dickey, the beaver hat, the hard-boiled shirt, and the other discomfortable relics.

"You wear a *soft shirt*," says the main text, "with a *soft bosom*, and *soft cuffs*; a *soft hat*; a coat with *soft rolling lapels*. Why?"

"They're more comfortable, and better looking.

"Yet not one of these things is nearly so comfortable as is the Van Heusen compared with ordinary collars—*soft or starched*.


"The Van Heusen is the World's Smartest Collar because—it is the *only collar with style woven into it—and comfort tailored into it.*"

This piece of copy is in reality a summary of the arguments already advanced in preceding advertisements: comfort, smartness, style, etc. The company will use, for example, a full-page advertisement illustrating a new style Van Heusen, in very much the conventional collar advertising fashion. But the text will emphasize the comfort and smartness of the Van Heusen as a line of collars. A series of several pieces of copy of this same general character will be run, to be followed by a more unconventional advertisement by way of summary.

At the same time, the company is featuring in large space the Phillips Cuff Shirt, the cuffs of which are made like the Van Heusen Collar, under the Van Heusen patent. This advertising has a double effect, in that it strongly emphasizes the idea of the Van Heusen Collar as a standard product, and by printing a price list it gives the dealer an opportunity to earn a profit on his shirt business. Not long ago the writer saw the results of a very thorough investigation into shirt merchandising conditions, and "demoralizing" is hardly too strong a

term to apply to the situation. Shirts, it appears, are in very much the same situation as obtained in the collar industry twenty years ago, before the Troy manufacturers cleaned it up. It is the belief of the Phillips-Jones Corporation that a standard line of shirts, with a distinctive feature, merchandised under a list of prices that are known as standard, will be particularly welcome to the haberdashery trade.

In a word, the prejudice which is latent in the minds of many dealers against the company is be-



THE VAN HEUSEN considers your dollars as well as your dignity. It is as comforting to your pocketbook as to your person. No other collar can compare with it for neatness or comfort—and no other collar can equal it in smartness, economy or durability. Half a dozen VAN HEUSEN will outwear three dozen ordinary collars and always be as easy to launder as a handkerchief.

Nine styles—Price fifty cents—41 dealers

VAN HEUSEN
the World's Smartest COLLAR

PHILLIPS-JONES CORPORATION, Makers, 1201 BROADWAY, NEW YORK

NEWSPAPER COPY EMPHASIZES THE CHIEF TALKING POINTS FOR THE COLLAR

ing attacked, not by preaching or protestations, but by the most potent and direct appeal that can be imagined—to the dealer's pocketbook. Results so far, already indicated by the fact that the appropriation has been tripled since the campaign started, may be summed up in saying that the company has booked more orders for fall delivery than were represented in the entire volume of its summer business. That speaks rather well for the effort to abolish the idea of a "summer" collar. And it is possibly another evidence of the success of the campaign that the company has felt obliged to bring patent infringement suits against several of the Troy manufacturers who, it is

said, couldn't see the Van Heusen Collar with a telescope.

Probably few concerns are likely to meet with conditions parallel to those described in this story. None the less, the experience of the Phillip-Jones Corporation is significant of the uses to which advertising can be put, and of its importance even to the concern which may happen at the moment to be oversold. To determine the need for advertising requires the consideration of something more than the mere hunger for immediate orders.

McFadden Publications Add Sixth Magazine

The McFadden Publications, Inc., New York, formerly the Physical Culture Corporation, will issue a new monthly publication in September which will be called *Beautiful Womanhood*.

Beautiful Womanhood, the publishers say, "will be a magazine devoted to the personal development of the woman. That is, a magazine devoted not only to physical beauty and health, but to womanhood in the larger sense of self-development and self-improvement."

The new magazine will have a page size of 9 3/4 x 12 3/4, and A. H. Young will be advertising manager, who is also advertising manager of *National Pictorial*.

Beautiful Womanhood is the second new publication to be brought out this year by the McFadden Publications, Inc. *Midnight*, as announced in *PRINTERS' INK* of May 25, will appear early in August.

The other publications are: *Physical Culture*, *True Story Magazine*, *National Pictorial* and *Movie Weekly*.

United Drug Has Profitable Quarter

The United Drug Company, Boston, manufacturer of "Jontel," "Klenzo Dental Creme" and "Rexall" products, had net sales for the quarter ending March 31 of \$14,194,082. The cost of this merchandise sold was \$9,802,394, which, plus operating expenses of \$3,332,160, left a merchandise profit of \$1,059,528.

After depreciation and taxes were deducted, the company showed a total profit of \$712,145 for the quarter.

James C. Reynolds Returns to Dallas "Times-Herald"

James C. Reynolds, who for the past year has been advertising manager of the Wichita, Kan., *Beacon*, has rejoined the staff of the Dallas, Texas, *Times-Herald*, with which he was connected before going with the *Beacon*.

Automotive Advertising Managers Form Council

An advertising managers' council to discuss ways and means of increasing the return per dollar from automotive advertising is being formed by the Motor and Accessory Manufacturers' Association, made up of 400 equipment, accessory and tire corporations.

The association's board of directors recently voted the establishment of the council, following a referendum poll of the members in which over 100 firms signified their desire to be represented on such a council by sales or advertising managers.

Three or four meetings a year will be held, there will be a bulletin and other features, and special attention, aside from general problems of the industry, will be given to advertising activity of parts and accessory manufacturers. It is planned to have not only the advertising managers of the member firms, but also the other merchandising executives present at each meeting. Those in the council will meet in September.

The work conducted is intended to be entirely suggestive and educational.

Bridgeport Advertising Club Elects

The Advertising Club of Bridgeport, Conn., at its annual meeting, elected A. H. Guertin, manager United Advertising Corporation of Connecticut, president; Hoyt Catlin, advertising manager Bryant Electric Company, vice-president; F. J. Hill, secretary Nichols Underwear Corporation, secretary-treasurer; and as directors the following: Lois Bennett, advertising manager The D. M. Read Co.; Rose Kiehl, Post Publishing Co.; H. C. Bennett, advertising manager The Bassick Co.; A. E. Belisle, manager industrial sales The Bassick Co.; and William B. Griffin, advertising manager Holmes & Edwards Silver Company.

Optical Distributors to Advertise

The Luxor Optical Corporation, New York, distributor of optical and precision instruments, has appointed Huber Hoge, Inc., New York advertising agency, to handle its account.

The company will first advertise the Boyce Inside and Outside Thermometer, manufactured by the Boyce Motor Company.

New Accounts with Spivak Agency

The following New York concerns plan an advertising campaign in trade publications and newspapers which will be directed by the M. Spivak Advertising Agency, New York: Markun Bros., Bramson Bros., suits; Goldstein & Fulk, coats and suits; and J. H. Herbst and S. Goldkin, furriers.

Philadelphia

continues to break building records

During the first five months of 1921, 5,486 building operations, entailing a total cost of \$12,029,615, were authorized by the Philadelphia Bureau of Building Inspection, and during the first five months of 1922, 9,152 operations, involving a total cost of \$39,238,425, were authorized, according to figures made public by W. W. Gamble, the Statistician of Records.

This is real evidence of prosperity in Philadelphia, and a big reason why opportunities for increased sales of merchandise of all kinds in Philadelphia should be cultivated by live advertisers.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads —

The Bulletin



The circulation of The Philadelphia Bulletin is one of the largest in America.

A. B. C. Report of net paid daily average circulation for six months ending March 31, 1922, 496,708 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

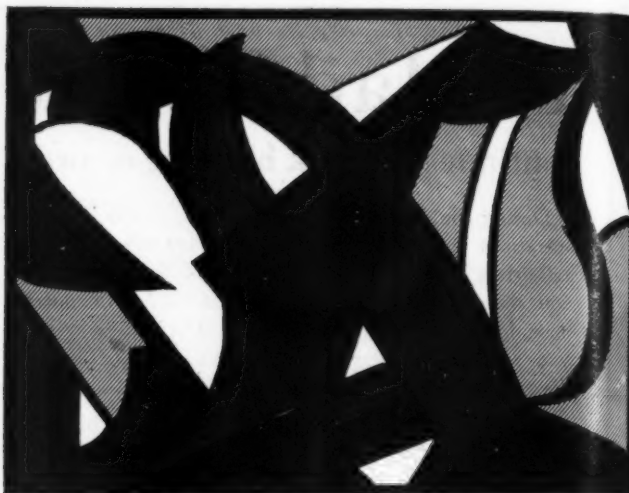
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofman, Verree & Conklin, Inc., 681 Market St.

London—125 Pall Mall, S.W. 1.

Paris—5 rue Lamartine (9).

(Copyright 1922—Bulletin Company)



COLOR *stops you*

We have "black-and-white-reading" eyes. Color in a daily newspaper comes as a shock to them. It is startling. That is why it increases sales. It holds even the casual reader long enough for the name of product, color of container and gist of selling copy to be comprehended. It increases the number of probable readers; gives advertisers the vital first ten seconds of attention which mean, for worthy products, the success of an advertising message.

Four color advertising is a new way for manufacturers to use the tremendous selling power of the NEW YORK EVENING JOURNAL.

MEMBER

NEW YORK

LARGEST DAILY CIRCULATION IN AMERICA

In the 16 page *Saturday Magazine* Section, a four-color page forms a dramatic climax to black and white schedules of other days in the week. It increases sales by making consumers familiar with packages in actual colors, by showing merchandise as it appears. And advertisers on *Saturday* have the advantage of increased circulation.

,000,000 readers

These color pages do more than show containers, packages and merchandise in actual colors, or capture the eye of the casual reader. As manufacturers know, many products, especially those of direct appeal to women, *actually demand color* to enhance their message, give it a charm consonant with the product or its use, create an atmosphere for both message and merchandise, and do what all effective advertising should—sell more goods.

The *Saturday Magazine* Section makes a special appeal to women. Its Household, Health, Fashion and Beatrice Fairfax pages are written entirely for them, and the other editorial matter has decided feminine interest.

Manufacturers who want to sell anything to New York women, from package foods to face powders will find that color pages in the *Saturday Magazine* Section of the NEW YORK EVENING JOURNAL offer a new and effective method of utilizing the largest daily circulation in America, in the richest market in the country.

Write for special merchandising plan

A special merchandising plan has been worked out by which these color pages can help stimulate all of your retail outlets in this market. Details and rates will be sent on request.

A.C.

EVENING JOURNAL

AND AT 3 CENTS A COPY—5 CENTS ON SATURDAY

THE DAILY NEWS

*First in Chicago**

The advertising leadership of The Daily News in Chicago is confirmed and emphasized by the official figures for May, 1922 (supplied by the Advertising Record Co., an independent audit service maintained by all Chicago newspapers), which show—

(1) That THE DAILY NEWS in May not only maintained its lead over all OTHER Chicago daily newspapers in the total volume of display advertising printed, but—

(2) That THE DAILY NEWS accomplished the far more difficult feat of beating its OWN high record for the highest volume of business ever carried by any Chicago daily newspaper for the month of May by 69,869 lines!

Here are the Advertising Record Company's figures showing the total volume of display advertising printed in each of the six daily and two Sunday newspapers of Chicago, for the month of May, 1922:

	<i>Comparison</i>	
	LINES	LINES
The Chicago Daily News.....	1,294,221	1,294,221
The Daily Tribune.....	997,794	997,794
The Daily Herald-Examiner...	358,217	
The American	713,878	
The Post	385,948	
The Journal	339,260	
The Sunday Tribune.....	620,167	
The Sunday Herald-Examiner.	357,726	
The Daily News' leadership over the next highest score, The Daily Tribune		296,427

THE DAILY NEWS

First in Chicago

*For many years—and to-day—measured by all authoritative yearly statistics of daily newspaper circulation and advertising, THE DAILY NEWS IS FIRST IN CHICAGO

Finding the "Limp" in Lane Excuses

How Some Salesmen Are Taking the Starch out of Stock Objections
to Buying

By Frank L. Scott

WE were talking about some of the old bromides that buyers give the salesman for holding off. Every man on the road is up against them. Sometimes he's there with the answer. Oftener not. For many of these heavy old veterans are just intangible enough, just believable enough, just general enough, to seem almost unanswerable. But my sales manager friend and his assistant had enough suggestions to make the old, old subject both interesting and hopeful.

1. "*See me next trip!*" Isn't that a fine old grand-daddy? It sounds so fair. It holds out so much hope. One of the most practical answers was formulated by a Massachusetts salesman. He says something like this: "I will be around again in six weeks. Meanwhile new advertisements for our line will appear in 4,500,000 copies of national mediums."

"In this city one out of every five adults will buy about \$1.50 worth of goods of our class."

"This business will be divided among seven dealers—you being one of them."

"And, say, something may keep me from getting here in six weeks. What then?"

"Another thing: Some competitor of yours may even now be planning a drive on our line during that period. He might be planning it without my knowledge. Even if I knew, I couldn't divulge a confidence."

"Finally, how do you know that your stock will last six weeks?"

2. "*There's no demand for your brand right now.*" Another stall-off, most likely. Definite facts are great comebacks for indefinite excuses like this. The live salesman can quote experiences of other dealers who have a demand for the product "right now."

Sometimes these wake up the buyer. At least they take the thunder out of this often pointless claim.

3. "*Smith gives me more liberal credit arrangements.*" "Yes," said the assistant sales manager, "and if that's what makes your business go, you'd better buy from the lowest-down, least-known, longest-profit manufacturer in the field. He may give you more credit than you ever dreamed of getting."

4. "*Oh, my trade is satisfied with the goods I give.*" "Yes, and they'll be more than satisfied when you give them something still better. You know that. Every customer is grateful to the dealer who gives him a better cigar, better shoes, better candy or a better phonograph. Don't tell me that your stock has reached the point of perfection!"

5. "*I'll put them in when I get a call.*" And an auto accessory salesman who was tired through and through of listening to this one, replied, "Ever have a call for Cadillac cars?"

"Why, no!" said the garage man (assuming he wasn't a Cadillac agent).

"Well," said the salesman, "if you put out a sign 'Cadillac Agent' you'd get some 'calls,' wouldn't you?"

"Ye-e-es," was the reply.

"Well how the dickens do you expect to get a lot of calls for products you don't stock, don't display, don't push?"

6. "*I want the exclusive agency.*" Careful study has shown that the sales of many articles multiply only with a large number of dealers in a given town. A prominent store in Cleveland gave this excuse for refusing to stock a well-known dollar specialty. The smaller dealers about him all bought. The leader was astonished

at the "calls" he began to get. This manufacturer finds almost infallible the policy of surrounding the exclusive agency hunter with a circle of dealers who are *not* hypnotized by the "me only" idea.

7. "*People in this locality prefer a different type of goods.*" One salesman who was particularly up against this objection has learned pretty well how to meet it. He approaches the dealer somewhat in this way: "If you were opening up a hat store, a full line of Stetson Hats would go a long way toward assuring you success. Isn't it so?"

"Yes."

"And if you were going to sell groceries you'd hardly want to do without Ivory Soap and Unecda Biscuits.

"Think of opening a store of almost any type. Fifty to one the first items you would put in would be nationally known goods. Do you know of any line where a dealer can open shop on local goods alone? Now, admitting that you have a good call for your locally made stuff, can't you see that there is a strong trend toward nationally known, nationally sold goods?"

Development of this thought usually interests the dealer to the point where he is at least willing to give the national goods a chance beside the local product.

8. "*I'm all stocked up with your goods—have too much now.*" Often a legitimate excuse, but more often used as a blind to put off the salesman. One house has trained its salesmen to work particularly hard on this objection. If the dealer is really loaded, the salesman is instructed to use all means at hand to set things moving again. This sincere desire to help automatically uncovers the validity of the objection. In the face of it the dealer simply cannot refuse to give facts and figures, and these give the salesman an intelligent basis on which to work. "Never," says one sales manager, "let the dealer give you this excuse without telling just what stock he has on his shelf."

9. "*I have too many brands now, and I must keep down my investment.*" This is sometimes too easy an objection for the conscientious salesman to swallow. A garage man said the other day, "Up to four months ago I was carrying six makes of tires. A smart salesman got me to drop them all and put in his high-priced tires and one cheap make. I find that my customers are readier to accept these brands, and I really have cut down my investment. Other salesmen were trying to get me to add another tire instead of selling me on the idea of starting fresh on a better basis."

10. "*Your price is too high.*" The dealer often sincerely means this. But some dealers do not really know what price their customers will pay. A certain manufacturer had great difficulty in marketing a fairly high-priced accessory for Ford cars. Dealers simply wouldn't believe that the customer would pay that much. Finally a brief sales talk was worked out for the salesmen. After failing to sell the dealer, the salesman would say to him, "Will you let me try to sell one of these to the next three Ford owners who stop here for gas? If I succeed, you'll get regular profit on the sale." The garage man nearly always consented. The salesmen averaged nearly two sales out of every three attempts. Slow work? Somewhat. But it paid handsomely in the long run and took all the power out of the dealer's objection.

Yes; there are dozens of other varieties of buyer's "stalls," but the best part of it is that somewhere there is a good answer to every one of them.

P. J. Hawke with Dan A. Carroll

Paul J. Hawke, until recently Eastern representative of *The Independent*, and later advertising manager of *The Industrial Digest*, New York, has joined the advertising staff of Dan A. Carroll, special newspaper representative, New York, and will handle the solicitation of general accounts. Mr. Hawke started his advertising work with the *Chicago Tribune*.

"Christian Science Monitor" Opens Cleveland Office

The *Christian Science Monitor* has established a new branch advertising office in Cleveland. From this office it will cover the territory of Ohio, western New York and Pennsylvania, West Virginia and southern Michigan. Eugene C. Batten is manager.

Horace H. Delano has been appointed manager of the branch advertising office of *The Christian Science Monitor* in Chicago, succeeding Charles M. Vezev, who has been transferred to Boston, where he will be engaged in promotional work.

J.L.D. for Charles P. Taft

Charles P. Taft, publisher of the Cincinnati *Times-Star*, and Mrs. Taft, have each been given a degree of doctor of laws by the University of Cincinnati. In presenting them for the degree, Dean More referred to Mr. and Mrs. Taft as "First Citizens of Cincinnati."

"Popular Radio" Makes E. R. Crowe an Officer

E. R. Crowe, head of E. R. Crowe & Company, Inc., "The Newstand Group" of magazines, has been elected vice-president of *Popular Radio*. He has been a member of the board of directors of this magazine.

Nash Sales Organization Advances C. H. Bliss

C. H. Bliss has been appointed assistant sales manager of the Nash Motors Company, Kenosha, Wis., succeeding W. W. Smith, who becomes a factory distributor for the Nash car in Oklahoma City. Mr. Bliss has been with the Nash company five years, working at first in the company's shops and later joining its sales force.

Publication Changes Name and Widens Field

The American Vinegar Industry, a publication formerly devoted to the interests of manufacturers of vinegars and cider, has widened its scope to include fruit products and has changed its name to *The American Vinegar Industry and Fruit Products Journal*. It is published by the Avi Publishing Company, New York.

Death of Frank C. Merrill

Frank C. Merrill, who has been with the Chicago office of Paul Block, Inc., New York publishers' representative, for the last six years, died suddenly on June 17 in Detroit. Mr. Merrill was forty years old. He was postmaster at Bay City, Mich., under the Roosevelt Administration and formerly edited a local paper there.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine
and Street Car Advertising
Publicity and Merchandising Counsel

Norfolk Dairy Company Is Converted to Advertising

Milk Price Reduced 18 Per Cent, Dairy Company's Sales Increase 14 Per Cent

IT has been said that milk is among the hardest commodities to sell through advertising, and that it is almost impossible to increase the demand for it through advertising. This is theory. But let a city council discuss a proposed ordinance that will affect the milk business and then let

for space, it altered its distribution methods and then bettered its product. It used space in a Norfolk newspaper three times a week.

Price was not featured. Stress was laid on quality and building of good-will, authorities were quoted from time to time and the relation of milk to health and its use as a food promulgated.

Direct-mail advertising (booklets done in different color combinations and sent with statements of accounts) were used to supplement the newspaper work.

Only one semi-blunder was made and that was in the form of a pamphlet in which the company tried to explain to the doctors a few vital facts about milk and the advantages of pasteurization. This was not received in the proper spirit so all other efforts along this line were discarded. It was found that the medical profession was adverse to approving any milk unless certified and as Millner also distributed a certified product, it decided that educational propaganda along the lines originally devised for doctors was unprofitable.

The expense for all of the advertising during the year 1921 amounted to only one-third of one per cent of the total sales.

What are the actual results from this use of advertising?

In 1920 the sales amounted to \$840,000. In 1921, with a decrease in price of about 18 per cent, the sales amounted to \$960,000. This year they will go far over the million mark in the face of new competition and more dealers than were formerly in this city.

The endorsement of the city health department has been received, the business has been put on a much sounder basis, the percentage of overhead costs has been cut by the increase in business, and a valuable good-will has been created.

MILLNER DAIRY CO.

Cow Worshippers!

The Milner have long been worshippers of the cow, realizing its value, and probably because of this, they have been able to keep the milk fresh and healthy.

We may learn much from ancient customs—and it would profit the American nation if they realized the full value of the cow.

Drink More Milk!

16¢ per quart net

"Twenty Years' Leadership"

MILLNER DAIRY CO.

125-129 Ches. Road Phone 545-07-08-09

CONSTANT TALKING ABOUT MILK HAS BROUGHT ITS REWARD

a milk company answer the city council in paid space and the theory will be shattered.

In Norfolk, Va., a milk company, the Millner Dairy, acquired the advertising habit in this manner and increased its retail output by 60 per cent in one year.

After it found that paid space advertising defeated the proposed ordinance directed against it, the company decided that the theory that milk could not be sold through advertising was wrong. But before it started to contract

The Indianapolis NEWS

The Standard of Merchandising Practice for Newspapers endorsed by the American Newspaper Publishers' Association, the National Association of Newspaper Executives, the American Association of Advertising Agencies and Advertising Agencies at Milwaukee Convention is the standard of practice of The Indianapolis News.

*The campaign afterwards
—accurate knowledge first.*

FRANK T. CARROLL
Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
The Tower Bldg.

H. L. MENCKEN

Who Basks in The Evening Sun

REGULARLY in the Evening Sun, the Honorable H. L. Mencken disports himself. He takes racy sprints with cutting adjectives. He curves little balls of mud and sets them sailing at full speed. He hands out sugar-coated pills of praise. He thunders challenges. He mixes metaphors. In short, he has a glorious time. To the morons, he hands out blither and blather, pish and posh, hodge and podge. To the intelligentsia he wafts out gentle subtleties—delightful epigrams—alluring aphorisms.

Mencken is Baltimore's high-priest of literature. Many look upon him as America's greatest critic. His admirers laud him a genius—a man with a masterful style, brilliant thoughts, daring expressions.



You either like him or don't like him—
there's no half way about it. And either
way, the circulation figures go up!

Sun writers mean prestige. And prestige
means advertising results!

**Everything In Baltimore
Revolves Around**

THE

MORNING

JOHN B. WOODWARD
Times Bldg., New York



EVENING

SUN

SUNDAY

GUY S. OSBORN
Tribune Bldg., Chicago

*Baltimorean's Don't Say "Newspaper"
—They Say "Sunpaper"*

Try it out in Representative Milwaukee

An Event of Importance to National Advertisers—

A few exhibition spaces still are available for the Journal's Fourth Annual Food and Household Exposition, October 23 to 29.

More than 99,000 persons attended last year's exposition. It is planned to make this year's bigger and better than ever.

Some of the national advertisers who will participate and who have reserved display space are listed below:

Peet Brothers (Soaps)
Log Cabin Products Co. (Syrups)
Calumet Baking Powder Co.
Pillsbury Mills (Flour, etc.)
John F. Jelke Co. (Butter Substitutes)
James S. Kirk Co. (Soaps)
Genesee Pure Food Co. (Jell-O)
Rub-No-More Co. (Soaps)
J. L. Kraft & Bros. Co. (Cheese)
Franklin Baker Co. (Cocoanut)

Your product will be in good company. Make your space reservations now. Demonstrate your product to 100,000 consumers and dealers. For information address—Merchandising Department.

The Milwaukee Journal

FIRST—by Merit

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.
O'MARA & ORMSBEE, Inc.
Special Representatives
New York Chicago San Francisco

"As Milwaukee Buys—The Nation Buys!"

Western Electric Shows College Men Importance of Their Course

And Incidentally Directs Attention to Itself as an Employer of College Graduates

By A. Rowden King

IN spite of the humorous efforts of our friends of the comic pages of the newspapers, the newly made college graduate is not wholly undesirable, from the standpoint of big business. Instead of these new graduates finding that their services are not at all wanted, there are many corporations that make a practice every spring of sending representatives to the chief colleges in which they are interested, who make it their job to talk to the boys soon to graduate with the hopes of interesting a delegation of them to make application for jobs with such corporations. Some of these companies have gone so far as to conduct a miniature campaign of advertising in the undergraduate publications in order to bring the opportunities of their organizations, as they see them, before as great a number of the undergraduates as possible.

Such advertising of these corporations is quite likely to come under the head of self-praise. They tell how big they are, how many people they employ, how great their sales, etc.

The Western Electric Company has adopted a sort of reverse-English attitude, and at the same time has created what amounts to a new form of institutional advertising. While it is advertising to the boys, the copy in the advertisement is not written around the company, but around the student, his interests and his problems, ordinarily concluding with the suggestion of how, in meeting and solving these problems, the undergraduate is laying the foundation for his future.

This Western Electric advertising has talked to the boys in their own language about the things that interest them—the place of

athletics in undergraduate life, the practical value of mathematics and other disciplinary studies, the proper balance between classroom work and other student activities, the relative advantages of employment in the large and the small company, and other live topics of this character. Through all of the series runs the dominating appeal that college is a place where a man must grasp the fundamentals and learn how to weigh facts and form judgments.

"The electric industry needs men who can see far and think straight" is a last line which appears in each of the advertisements. Almost unconsciously the company is setting up a philosophy of life of real value to the boys, and one which, coming as it does from an outside business organization, has probably more weight than would the same character of advice were it handed out to them by their own professors; and to anyone at all familiar with the undergraduate point of view this will be no cause for wonder.

INSTITUTIONAL FEATURE IS IN
ECLIPSE

The tie-up of the Western Electric Company itself with all of this is extremely unobtrusive. Down at the bottom of the page, in small italics, is some innocuous statement like this: "The part which for fifty years this company has played in furthering electric development is an indication of the share which it will have in working out the even greater problems of the future." Just that and nothing more—and yet Philip L. Thomson, the company's publicity manager, is well satisfied that, modest as is this reference, he has all sorts of evidence that the copy is doing its work in a most effective

tive fashion, and to very much better purpose than if it were of the all too common trumpet-blowing variety.

"We are interested," said Mr. Thomson, "not so much in securing our raw material from colleges in quantity as in quality, and we

And from the fact that the company employs more than 1,700 college men, it looks as though the student's faith was not misplaced.

Better to develop the point of view that runs through all of this series of advertisements, let one or two of them be explained in condensed form:

1. The illustration is a group of students cheering at a football game. The copy reads:

ONE TEAM EVERYBODY CAN MAKE

After the big game, if you don't need a box of voice lozenges there is something wrong. When you show college spirit you are doing a fine thing for your college, a fine thing for the men around you, but a finer thing for yourself. You are developing a quality, which, if carried into the business world, will help you to success. In business, as in college, make it a good, snappy Yea, team.

2. The illustration is a Phi Beta Kappa key. The copy reads:

DOES IT HURT MUCH TO OWN ONE?

There is a campus saying that if a man has won a Phi Beta Kappa key he had better keep it out of sight when he goes looking for a job. But seriously, is it too much to trace a logical connection between a man's proficiency in getting ready for his vocation and his success in that vocation? Surely it is common sense that the better grip you get on your work now the more easily you will

handle the big jobs later on. Develop this ability where and how you will, but develop it, because in the world of affairs they reward it liberally.

But the most interesting and resultful advertisement of all in this series is that which is reproduced with this article having the headline: "Does your P.M. schedule read like this?"

The heading and the illustration tention of any college undergraduate. Because each day's lectures are such as to instantly rivet the at-

	MON.	TUES.	WED.	THURS.	FRI.
7PM			DINNER	K.I.T.	JOES
8PM	DANCE (H.O.)	SHOW		STAG	
9PM			DINNER		
10PM					
11PM			JOES		

Does your P.M. schedule read like this?

If your burning ambition is to excel as an all-around society man, you couldn't have planned your evenings better. Such persistence will win out over the indolence of the rank and file, for as the poet says,

"The heights by great men reached and kept
Were not attained by sudden flight,
But they while their companions slept
Were toiling upward in the night."

But if you intend to make your mark in engineering or business, don't expect that supremacy on the wazed floor will help when you start hunting a job.

Not that you need swing to the other extreme as a "grind" or a hermit. Let's concede it is all right to minor in sociability—but certainly it is only common sense to major in the math and sciences and English that will mean bread and butter to you later on.

Remember this—the harder you work right now in getting a grip on fundamentals, the easier things will come to you when you must solve still bigger problems. And if you take it easy now—well, look out for the law of compensation.

It's up to you. While you've got the chance, seize it, dig in, plug hard. It will pay—in cold cash.

Published in the interest of Educational Development by an Institution that will be helped by whatever helps the Industry.

Western Electric Company

Makes it's against all campus tradition, but some men who stand in the upper third in their class and who entered this Company years ago have since become its executives.

THIS ADVERTISEMENT ATTRACTED ATTENTION FROM BOTH STUDENTS AND FACULTY MEMBERS

are appealing to the man who thinks. Some of the best men in the classes are coming to us with the statement, 'I have been reading your talks with college men in your advertising, and it appeals to me that a company that can talk so understandingly of the undergraduate's problems must have not only large opportunities for college men to develop, but must understand how to handle us when we get into the organization.'

MUSIC



DRAWING BY FRANKLIN BOOTH

(C) ESTEY ORGAN CO

PIPE ORGANS, obviously, can be sold only to people of means, consequently we have used Vogue steadily with highly satisfactory results since we first began to advertise. We are convinced that Vogue's roll of class readers offers an exceptional market for our instruments and we shall continue to use this medium. (Signed)

The Estey Organ Company.

VOGUE

and recitations are usually different, they all make a practice of diagramming the schedule of their engagements—but not of course of their evening engagements after seven o'clock as in the schedule shown.

There was plenty of evidence that the boys read this advertisement, digested it, liked it. In at least one college where the advertisement was run in one of the undergraduate publications, one of the other magazines was so impressed that it ran the text in its entirety in an editorial voicing the highest praise.

But this particular advertisement came in for more than casual comment.

One dean wrote in requesting a copy of the advertisement, explaining that it had made a big impression upon him and his fellow teachers because it told the boys something that the professors had long felt they could not tell them and get the desired attention and reaction.

More requests for copies of the advertisement came in from deans and professors, explaining that they were so pleased with it, they would like to place it on their bulletin-boards where the boys would continually face it.

Mr. Thomson had an edition of this "P. M. Schedule" advertisement printed in enlarged form, at the same time sending out letters to deans stating that they were obtainable upon request, enclosing a small copy with the letter. These advertisements were thumb-tacked on the deans' bulletin-boards in more than 100 colleges.

Not only that, but a spirit of sympathy and understanding has sprung up between the teaching corps and the company which is a result highly desirable in view of the objective of this advertising as first explained, namely that of obtaining more and better new graduates on the roll of the company's employees.

Naturally, the results of this advertising were reflected very practically in the more ready reception accorded the men of the company who visit the colleges each year to

make their selections from among the graduating class.

The campaign was started in the fall of 1920 with thirty-five undergraduate publications. Since then the number has been increased to 150. A beginning has been made of running a modification of the same copy in some of the leading alumni publications as well.

Agent's Liability for Advertising Bills

THE MESSENGER OF THE SACRED HEART
NEW YORK, June 22, 1922.

Editor of PRINTERS' INK:

Referring to the letter in this week's PRINTERS' INK of D. O. Haynes & Co., and your answer thereto as to the legal status of an advertising agent, it might be well for the advertising world to understand the present legal status of an advertising agent in the fewest possible words in order to work out a clear understanding of the same when occasion arises.

An advertising agent is no more nor less than an independent contractor, a principal responsible for a finished result. The privity of contract is between the advertiser and the agent on the one hand and the advertising agent and the publisher on the other hand. Since, therefore, there is no contractual relationship between publisher and advertiser, the way business is done nowadays the liability for the payment of publishers' bills is clear.

JOHN A. MURRAY,
Advertising Manager.

Retail Coal Merchants Plan National Campaign

The National Retail Coal Merchants' Association, with headquarters in Philadelphia, is planning a national newspaper campaign to inform the public as to production and distribution in the coal industry. The association will begin advertising in the Chicago field soon, extending its activities later. The McCutcheon-Gerson Service, Chicago advertising agency, is handling this account. A. Brandwein & Company, Chicago, manufacturers of Inner-Tuft mattresses and other types of bedding, have placed their advertising account with the McCutcheon-Gerson Service. Plans for this account include trade-paper and direct-mail advertising.

W. J. Boyce with "Power Farming"

W. J. Boyce, formerly with Critchfield & Company and the Associated Farm Papers, Chicago, is now with Power Farming, St. Joseph, Mich.



Mary MacKinnon, perhaps the best known of all fashion illustrators in this country, has just joined the staff of Harper's Bazar. Henceforward, the fashion work of Miss MacKinnon will appear exclusively in the Bazar's columns. Only in Harper's Bazar will you find the work of Mary MacKinnon, Drian, Erté, Soulié, Baron de Meyer, Steinmetz, Hart, Corson—the great fashion artists on both sides of the Atlantic.

Harper's Bazar

June 29, 1922

"YES—ELIMINATE AGENTS"



Hart Schaffner & Marx
CHICAGO
NEW YORK

Chicago, June 15, 1922.

EXECUTIVE OFFICE

Mr. Arthur E. Fairchild
Daily News Record
8 East Thirtieth Street
New York City, New York

Dear Mr. Fairchild:

The idea that an advertising agent should be paid by the client for services rendered is one that I warmly endorse. I have been of the opinion for many years that the commission system brings a reward to many agents that is altogether out of proportion to the quality and amount of service rendered, and that on the other hand the best of advertising agents are handicapped by not being sufficiently rewarded.

There is a wrong idea back of the present system. I can only interpret it as being a selling expense levied upon the advertiser by a joint arrangement between the publisher and the agent without due consideration as to the character or amount of service. It might well be true that an advertising agent was entitled to receive \$25,000 for producing advertising worth \$100,000, and it might equally be true that he was entitled to not more than \$5,000 for doing the same work.

Like any other work of a professional nature, the value of advertising service and advice is difficult to estimate, but certainly there is no justification for charging an advertiser 15 per cent for service whether it is good, bad or indifferent. In saying this I am not arguing for any saving for my own company, for we have always paid our agents full commission and at certain times when their service was obviously worth more than the commission we have added a bonus so that they might be properly compensated. The commission system is all wrong.

Yours very truly,

Hart Schaffner & Marx

MR/MHC

"AGENCY COMMISSIONS!"

OFFICE
NEW YORK
BOSTON &
CHICAGO

Strong Heintz & Co., Inc.

Manufacturers and Distributors of Virgin Wood Fabrics
TWENTY FIVE MADISON AVENUE
New York

June 20th, 1922.

Mr. A. E. Fairchild,
Advertising Director,
Fairchild Publications,
6 East 18th Street,
New York City.

Dear Mr. Fairchild:

I want to unequivocally endorse your recent action in eliminating fifteen percent agency commissions.

There is not question in my mind that not only is your step a progressive one from your own viewpoint, but it is a step that will reorganize and absolutely reconstruct, on a service basis, the agency business.

The advertising agent is as much an employee of the corporation with whom he is doing business, as is any employee of that organization, and I have always failed to see any reason why that agent should look to the publisher for his fees.....looking to the publisher for his fees made him, if he was sincere, part and parcel of the publisher's organization.....the case of serving two masters is really the case in point.

The function of an advertising agency, by your action, is now clearly defined.

Sincerity of service, as well as sincerity of product, is absolutely necessary for all advertisers' success, and I feel confident that the decision you have made will increase sincerity of service to an extent, while it may not at the present moment be fully appreciated, will later be appreciated by not only advertisers themselves, but the advertising agencies as well.

With very best wishes, I am

Yours

Sincerely yours,

Rex Heintz



WILLIS
NORTH ABBOTT &
WEST ABBOTT
PAGE

Demonstrable Leadership

In addition to being one of the leading sectional farm journals in the United States, the comparative standing of The Oklahoma Farmer-Stockman in Oklahoma may be summed up as follows:—

The Oklahoma Farmer-Stockman has:

- more circulation
- more Oklahoma circulation
- better circulation
- better circulation methods
- lower rate
- lower milline rate
- more advertising
- more exclusive advertising
- better advertising
- better physical appearance
- and demonstrable editorial leadership

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

U. S. Cartridge Company's Campaign to Sell Copper Radiators for Automobiles

ment, and the law frowns upon certain nefarious uses to which it is sometimes put by the unregenerate. The sporting goods trade couldn't absorb a fractional part of the output, and it looked



NEITHER heat nor hills will worry you when there is a Cartridge Radiator on your truck or passenger car. It will keep your engine cool under all conditions.

This genuine honeycomb radiator, made of seamless copper tubes laid horizontally, has more direct cooling surface per square foot of front than other radiators. Not only does it prevent overheating, but it is guaranteed for the life of the car set to rust, cling, leak, or be injured by freezing. Our guarantee covers everything except accident. In case of collision, just remove whatever tubes are damaged and quickly replace these with new ones at low cost. Made for all makes of cars and trucks.

Owners of large fleets of trucks, people who know from definite record which are best, use Cartridge Radiators. The American Express Company uses them, as do the

New York Fire and Street Cleaning Departments. They are used on U. S. Army

Get a Cartridge Radiation

The shops listed below are authorized distributors in this district. They will give you good work at the prices shown on the

If none of these shops is convenient for you, your own repair man can get a Cartridge Radiator from us and install it, or you may have the work done at our own service station. We can give you 24-hour complete service or 24-hour delivery to any shop in the district.

For more information, write or telephone
Circle 7618

UNITED STATES CARTRIDGE COMPANY
Ruders, Dept. Service Station, 400 W. 51st St., New York

[illegible]

Where you can get Cartridge Radiators

[illegible]

CARTRIDGE COPPER RADIATORS

**AUTOMOBILE REPLACEMENT WORK ADVERTISED BY A
CARTRIDGE MANUFACTURER**

like a case of junking a lot of valuable automatic machines, or finding new worlds to conquer. To cut the story short, the company climbed a few fences, metaphorically speaking, landed squarely in the middle of the automobile-supply field, and proceeded to make itself at home as

a manufacturer of copper-tube radiators.

It was originally intended to sell the new radiators to the car manufacturers. But since nobody knew anything about the merits of cartridge radiators, and the cost was somewhat higher than other metals, the car manufacturer was not exactly enthusiastic. A copper radiator with a public reputation was one thing—but this was something else again. Perhaps the manufacturers didn't put it in so many words—but the gist of their remarks was to the effect that the new product had better go and get a reputation if it wanted to get anywhere with them.

Whereupon the company climbed another fence—into the automobile repair field this time—and proceeded to acquire the necessary reputation by advertising and selling cartridge radiators for replacement work. Incidentally this represents not only good strategy, but the campaign is paying for itself as it goes along.

Newspapers are used in territory where the company has established agents, and good-size space is used with straight selling copy. "It's better to change your radiator now, than rebuild your engine later" is one headline, for example. And the text continues: "A poor radiator—one that doesn't keep an engine cool under all running conditions—plays havoc with an engine. If your radiator leaks, clogs, or has insufficient cooling surface for your engine—look out! Burned out bearings—yes, even the labor of taking down an engine—cost more than a new radiator. On trucks and business cars especially, loss of time during repairs is a serious factor."

A feature of all the copy is a schedule of standard prices for cartridge radiators as applied to the leading makes of cars. This, according to the company, is proving a strong factor in getting the good-will and co-operation of the repair trade. The radiator repair and replacement business, it is said, has been badly disorganized by price competition, and the

trade is welcoming a chance to make a fair profit. The company is careful to pick the strongest dealers in a town, who are less likely to succumb to the temptation to cut prices below a reasonable figure. The campaign has been very successful, according to the company, and many owners of large fleets of trucks have adopted the radiator as regular construction as a result of the advertising.

As compared with the alternative of junking expensive machinery, it is evident that the experiment has paid, even though it did mean the invasion of entirely new fields.

Express Company to Advertise

The Westcott Express Company, New York, trunk and baggage carrier, is running an advertising campaign in New York, Brooklyn and Jersey City newspapers. The account is with Smith, Sturgis & Moore, Inc., New York advertising agency.

L. A. McQueen Advanced by Goodrich Rubber

L. A. McQueen has been appointed head of The B. F. Goodrich Rubber Company's newly organized sales promotion department at Akron, O. Mr. McQueen had been assistant to E. D. Gibbs, director of advertising.

Los Angeles "Express" Owners Have Another Newspaper

The Venice, Cal., *Herald* has been purchased by E. A. Dickson and F. W. Kellogg, joint managers of the Los Angeles *Evening Express*.

Joins Atlanta Agency

C. R. Powell, recently advertising manager for B. H. Levy Bros. & Company, Savannah, has joined the Calvin Stanford Advertising Agency, Atlanta.

Bartley T. Brown is now with John G. Elbs, Rochester, N. Y., manufacturer of Woodcock macaroni and noodles and egg-handling devices. He will assist Henry B. Platman, sales manager and assistant general manager and will be in charge of sales promotion work.

Lester A. Loeb has resigned as advertising and publicity director of the Drug & Chemical Credit Association, the General Food Products Credit Association, and Confectioners Mercantile Agency.



In May, Minneapolis received 1,228 carloads of automobiles and trucks, a gain of more than 100 % over May a year ago. The automotive dealers and distributors of Minneapolis have placed 23 % more of their advertising in the Journal in the last nine years than in any other paper.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

Can Demonstrations Pay Where People Buy Mostly by Phone?

Many Advertisers Are Capitalizing This Apparent Disadvantage

McCORMICK & COMPANY, INC.

BALTIMORE, MD.

Editor of PRINTERS' INK:

We have read with much interest the article, "The Ins and Outs of Store Demonstrations," on page 41 of your May 25 issue.

We are firm believers in store demonstrations, yet we find it increasingly difficult to get the proper results from demonstrations in grocery stores due to the fact that in many localities and cities a large number of housekeepers rarely, if ever, go to the grocery store to purchase, but do their buying largely over the telephone.

We are interested in knowing what other manufacturers of food products are doing to overcome this difficulty. There is no doubt in our mind that demonstrating a product direct to the consumer is an important link in the selling chain, but undoubtedly buying over the telephone increases the difficulty.

It is, of course, understood that we refer to store demonstrations conducted from Monday to Saturday and not simply Saturday demonstrations by the sales force.

McCORMICK & COMPANY,
FRED W. ENSEY.

WHAT Mr. Ensey says is true. The fact that there is an ever-increasing tendency to buy from service stores over the phone militates against the effectiveness of store demonstrations. It is a fact that women shoppers do not go shopping for groceries, meats and such necessities every day. They buy over the phone and, in the case of the chain or non-service store, they are likely to send a servant, a child or friend-husband with a list of the things needed. In a way this is not a particularly new development. Farmers have always been accustomed to doing their buying once a week, once every two weeks and in some cases once a month. Saturday is the great shopping day. Many country merchants sell as much on Saturday as they do the rest of the week. Even in the cities Saturday is the big day. Many women, who have been buying over the phone or by messenger all week, go to the grocery in person to select the large

Saturday order. We believe, though, this trend toward once-a-week buying really gets more women into stores than visited them formerly. In the old days, women did not get out so much as they do today. Grocers used to send clerks daily around to back doors. Women who were served in this manner did not get to the store in person very often. In those days, due to bad roads or the distance from market, many farm women got into town only a few times a year. Today the farmer who does not go to the nearby city at least once a week is an unusual agriculturist.

SATURDAY DEMONSTRATIONS FAVORED

These market excursions, though, whether in the city or country, as we have already said, are likely to be made toward the end of the week. That is why so many food manufacturers are now inclined to confine their demonstrations to Saturday and in some cases to Friday, too, as in many parts of the country grocers are educating their customers to do their week-end buying on Friday. Saturday demonstrations have become a highly specialized division of selling. An article "Saturday Demonstrations—How Advertisers Use Them" appearing in the May *Printers' Ink Monthly*, described the technique of these demonstrations in detail.

Many advertisers, however, are continuing the old custom of holding demonstrations throughout the week, despite the prevalence of telephone buying. They try to stage the demonstrations in large, centrally located stores, where there is likely to be considerable traffic every hour of the business day. It is the policy of several manufacturers to confine demonstrations to stores of this type.

Other companies are not so par-

(Continued on page 49)

Reprin



*Irvin S. Cobb is now writing
exclusively for Cosmopolitan.*

Reprint from PRINTERS' INK, issue of June 29, 1922.

LARGEST FARM PAPER—1,150,000

Soap requirements on farms are extra large

There are more hands to wash per family, for one thing, than in the average city family, and they get very much dirtier, men's, women's and children's. (Farm women care about their hands, too, as shown by their preference in soaps.)

Then the farm house is a big affair, and requires frequent scrubbing after muddy boots. The house is usually a work shop, too, and a butcher shop, yet must be kept to dwelling neatness. Weekly and semi-annual housecleanings make the soap fly. Much cleaning soap is needed for the big dish washings, the preserving kettles, meat saws and cleavers, bathroom equipment. Altogether 32.8 cakes or packages of soap a year is a modest item for soaps and powder for cleaning.

The farm wash is a fearsome mass of thick, sweaty work-shirts and underwear, greasy overalls or trousers, work dresses, often horse blankets and carriage blankets or other equally grimy washables. Soap is cast liberally into the washing machine or boiler or rubbed desperately on the board. Ninety-six per cent. of all farm washing is done at home and 1.4 units a week per sub-

THE FARM JOURNAL—1,150,000

LA

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THE FARM JOURNAL—1,150,000

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scriber is the demand for soap and powder for washing. The market for special soaps, for washing fine fabrics, grows steadily as farm women wear more and more georgette, chiffon and crepe de chine.

Most of the farmers have milk cans, pails, strainers, and separator to wash, which require a lot of soap. Then 26.1 per cent. of *The Farm Journal* families buy disinfectant soaps, for bruises and cuts are frequent on the farm—some one or two manufacturers can profit greatly thereby.

All in all, *The Farm Journal* subscribers are estimated to be spending \$15,729,765 a year for soap. This would be a most productive field, for it is comparatively little worked, and easily and economically reached through *The Farm Journal* which "pays and proves it pays."

Our report, "The Farm Market for Soap," with details of brands preferred, buying time, and such merchandising information, is "loaned" without charge to manufacturers and agencies.

The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

000

LARGEST FARM PAPER—1,150,000

—can you imagine

the successful retailer content to advertise to a hundred prospective customers when there are thousands in his market, or just a thousand if there are millions?

And further, that the same retailer would appeal to hundreds, thousands, or millions living in territory he could not serve?

Ridiculous? What about the manufacturer who does that very thing—the manufacturer with spotty distribution who misuses advertising in mediums of national circulation obviously reaching just a few, often less than a hundred customers right where his goods are on sale and thousands upon thousands where he hasn't a nickel's worth of distribution?

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1898

Publishers' Representatives

Chicago
Kansas City

New York

Atlanta
San Francisco

Mar
advert
opened

ticular about excluding the small retailer. They will give a week's demonstration in any good store. The fact that the establishment's patronage runs into a peak toward the end of the week, does not worry them. They claim that the stores are so crowded on Saturday that the demonstrator has little chance to work. She has a better opportunity to promote her product where only a few straggling customers are coming into the store. In other words these advertisers capitalize the very disadvantages that Mr. Ensey described. A store is rarely so small or its trade so dull that there is not at least one or two customers in it always. The demonstrator thus has time to deliver a real message to each of these visitors.

Several manufacturers demonstrate only when they are putting on an intensive drive in a community. All of the sales artillery is concentrated in a locality during this effort. The product is advertised in the local mediums. Special demonstration window displays are put in. Direct mail is often employed to get householders to visit the exhibit. In some cases canvassers are also used. By reason of the advertising and the other effort, many telephone buyers are influenced to go to the store and to try the product being demonstrated.

A few advertisers, recognizing the telephone tendency, instruct their demonstrators to give their selling talk over the phone. They get a list of the grocer's customers and prospects. These are called up and invited to the demonstration. If the invitation is not accepted, an attempt is made to sell a small trial order over the phone. Properly handled these phone demonstrations are very successful.

It would seem, therefore, as though the obstacle Mr. Ensey mentions is not serious if measures are taken to get around it.—[Ed. PRINTERS' INK.]

Mary M. Murphy, who directs an advertising service in Montreal, has opened a Toronto office.

Advertising Employees' Meritorious Service

The Twin Ports Electric Lines, which operate between Duluth, Wis., and Superior, Mich., evidently believe that a man's good work should not go unnoticed. In its newspaper advertising, the company informs its patrons how they can acquaint themselves with service facts concerning the men who carry them on their travels in the company's cars.

"By their sleeves ye shall know them" heads the copy, which goes on to say:

"A single narrow stripe on the sleeve of a carman indicates that he is no longer a beginner, that he has served six months to five years and has proved himself a responsible and trustworthy employee.

"The broad stripes each indicate five years of faithful performance of duty. You can count on it that these men are responsible citizens; most of them home owners and taxpayers. Each such stripe means mileage equal to six times around the world and passengers served to the number of nine times the combined population of Duluth and Superior.

"The wearing of these stripes is evidence of a sense of pride in much useful work well done and entitles these men to your respect.

"We appreciate your co-operation with our employees. You can do much to help improve the service and at the same time make their work more pleasant. The man who has yet to earn his first stripe especially appreciates such encouragement."

The advertisement is concluded by a sketch of one of the company's quarter-century employees drawn by a fellow motorman.

Kling-Gibson Agency Has Benetol Account

The Kling-Gibson Company, Chicago advertising agency, has been retained to handle the advertising for the Benetol Sales Company, Minneapolis, for Benetol tooth paste, ointment and antiseptic mouth wash. Try-out campaigns in newspapers and magazines are in progress now.

Duplex Shingle Account with Buffalo Agency

The Earl R. Maltby Company, North Tonawanda, N. Y., manufacturer of Duplex Asphalt Shingles and other asphalt roofing, has placed its advertising in the hands of the Landsheft Advertising Agency, Buffalo.

The Capitol Phonolier Corp. of New York, manufacturer of radio apparatus, has placed its account with Frank Kierman & Co., also of that city. Trade publications and newspapers will be used.

Railroads Counteract Shippers' Inclination to Await Lower Rates

Announce in Advertising That Trouble Would Follow if Purchases Were Delayed until the Ten Per Cent Reduction Becomes Effective

By J. G. Condon

SUPPOSE circumstances made it necessary that you announce more than six weeks in advance that on a certain date you would make a material cut in the cost to the consumer of the commodity you manufacture. How would you combat the natural tendency of said consumers to order only for future delivery and thus get the advantage of the reduced prices? It is possible that several answers will readily occur, the easiest, of course, being to discontinue seeking to make sales for immediate delivery and to concentrate upon production against the big demand when the new prices would become effective. But, to make the problem a bit more difficult, suppose the particular commodity in which you deal is railroad transportation. How then?

That has been a problem of American railroad executives. On May 16 the Interstate Commerce Commission handed down an opinion to the effect that existing freight rates were, on an average, 10 per cent too high and suggested to the railroads that new rates, in accordance with this thought, be put in effect by July 1. Fixing a date so far in advance was due to a desire upon the part of the Commission to have the railroad companies make the reductions voluntarily, rather than as a result of a formal order, and to admit of sufficient time for the preparation of the tariffs, etc. necessary to make effective the largest rate reduction in history. The railroads acted in accordance with the Commission's wishes—they realized that if they refused, a formal order would follow which they would have to obey—and immediately printing presses were set to work on the task of giving the freight agents of the whole country new tariff

sheets showing the cost of transportation or the way to compute it for the thousands and thousands of different commodities, the transportation of which goes to earn the bread, butter and jam of American railroads.

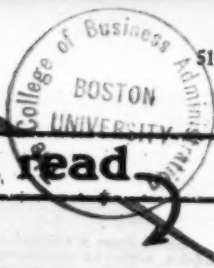
But that hiatus of six or seven weeks between the date when the Commission declared its position and July 1 was a puzzler, particularly for the men responsible for obtaining the traffic which moves over the railroads. For months, ever since early in the year when the Interstate Commerce Commission entered upon the formal inquiry which terminated in its reduced rate opinion, they had sensed hesitancy on the part of many shippers. They had found business men little disposed to make big commitments, to place orders on more than a hand-to-mouth basis, partly, probably because of the general business situation, but also unquestionably and to a large degree, because of the likelihood that some morning their favorite newspapers would bring the news that a freight rate reduction was at hand. "Why," they argued, "should we order carloads of goods to move now at these high freight rates, if we can get along for the present with a case or two and an early rate reduction is a certainty?"

HOW RAILROADS COUNTERED THE COMMISSION'S ORDER

This was a difficult situation to meet, but the Interstate Commerce Commission's opinion, when it did come on May 16, made the period to July 1 even more complicated. With a general coal strike on, too, and railroad revenues already badly reduced on this account, it was a time to try the hearts of the sturdiest of traffic men.

June 29, 1922

PRINTERS' INK



The men who buy, read

A McGraw-Hill Publication

Journal of Electricity and Western Industry

25 cents a copy

June 1, 1922

for STRAIGHT-LINE SELLING to the
electrical and industrial field
in the eleven Western states
advertisers use

JOURNAL OF ELECTRICITY
AND
WESTERN INDUSTRY

San Francisco

A McGraw-Hill Publication

McGraw-Hill Company, Inc., Tenth Ave., at 36th St., New York.

Rochester & Pittsburgh Railway is typical of the appeal railroads made. In a direct statement headed "Order and Ship Now," in a circular widely distributed, and otherwise advertised, this company said:

Coming from a railroad the following advice might be considered as written from a selfish point of view, and we desire to emphasize right at the start that no such intent exists. What we have to say is our best judgment on a situation which may prove embarrassing to both the public and the railroads.

Under the decision of the Interstate Commerce Commission, there will be a reduction in freight rates amounting to 10 per cent, to become effective July 1, 1922. The Buffalo, Rochester & Pittsburgh Railway will, with all other roads affected, have their new tariffs on file by this date.

The danger, as we see it, is that merchants may withhold orders to manufacturers or specify shipments for July deliveries which should normally be placed and forwarded in June. On the other hand, the manufacturers who are making F. O. B. destination shipments may hold back until July with the thought of saving the 10 per cent freight cost.

If any such concerted action is taken by the merchant and the producer, the consumer is almost sure to suffer. Stemming the flow of shipments for thirty days will create such an accumulation of freight that the transportation lines may not, in fact, probably cannot, handle the traffic expeditiously. Such deferred shipments all offered for transportation will probably cause a car shortage and its consequent delay to deliveries.

Delayed deliveries may be the cause of greater expense than the contemplated 10 per cent saving. Take, for example, a contractor with a large hotel job. He figures that, as he won't need plaster until July, he will hold off on ordering it and save the 10 per cent freight. Some hundred or so other contractors have the same "hunch" and do likewise. July comes and they all flock in their orders with instructions to rush. They overlook the fact that they are asking both the mill and the railroad to do two months' work in one. Delay is sure to be the result and shortly the contractor is offering a premium for preferred shipment. His job is delayed and he is losing more than his expected saving of 10 per cent.

We trust we have made our point clear and with the co-operation of the producer and the purchaser, the Buffalo, Rochester & Pittsburgh Railway will in turn do its best to maintain its reputation for the safe and expeditious transportation of your freight.

Agents of the railroad were told to spread broadcast the sentiments expressed in this circular. They were urged to bring it to the attention of commercial bodies, etc.

and the railroad supplemented their efforts by advertising it throughout B. R. & P. territory.

The straightforward statement of the B. R. & P. undoubtedly aided the situation materially. Other roads have acted along similar lines and, that railroad operating results in June have been as good as preliminary reports indicate, unquestionably is due to the earnest campaign waged.

As to whether business is to receive any particular stimulus as a result of the rate reduction is another question. Many of the proponents of a drastic rate cut asserted that the loss the railroads would sustain as a result would be more than offset by the increased business which would follow. Unfortunately, for this theory, however, but entirely to the satisfaction of railroad men, business began to pick up in advance of the effective date of the reduction, and, aside from the losses in coal tonnage due to the strike, general railroad traffic showed splendid increases in April and May. Whether June will keep up the record depends to a large extent upon the results obtained from such work as that done by the B. R. & P.

In any event, few railroad men regard the coming 10 per cent reduction as calculated to make any notable impression upon business except so far as it acts as a psychological stimulus at a time when everything of that sort is most desirable. They regard business improvement as already arrived and getting better every day. They point to the increased railroad purchases as one sign of the times and contend that as this expands the whole business fabric will feel the effects. The picture is encouraging and, at least, a good start has been made.

Evening Newspaper for Monterey, Cal.

E. A. Hayes, one of the publishers of the San Jose, Cal., *Mercury-Herald*, is president of a company which has started publication of a newspaper in Monterey, Cal., under the name of the *Evening Herald*.

The Apollo

CHOCOLATES

They're different

No candies made surpass Apollo Chocolates in quality or taste. They are not yet widely known. Would you like to try one?

Crane's

BUSINESS PAPERS

There is no name in the paper business that means so much as "Crane's."

ESTEY ORGANS

Ask your musical friends, or your architect, who builds the finest organs.

HEINZ 57

Can you think of a name that you more confidently accept as guarantee of the quality and purity of a food?

EATON'S HIGHLAND LINEN

*Crane's
Linen & Lawn*

THE CRANE & WATSON CO.

Undoubtedly the standards by which your wife judges fine stationery.



The products of the New Jersey Zinc Company are recognized standards in industry.



No man knows the name of *any* automobile who doesn't know "Ford" and "Pierce-Arrow" and what those names have stood for throughout the history of automobile manufacture.

Pierce-Arrow TRUCKS

You know Pierce-Arrow. Talk with a transportation engineer or any owner about the performance of a Pierce-Arrow truck.

SHERWIN-WILLIAMS PAINTS AND VARNISHES



Why discuss the leadership of the Sherwin-Williams Company? Need we paint the lily?

fresh!
SNOWDRIFT

Snowdrift is the finest vegetable cooking fat made. Everybody *south* of the Mason-Dixon line knows that already.

Wesson
Oil

There is no name in the entire vegetable oil industry that stands for such quality as "Wesson".

THIS is a list of the products we advertise—every single product is recognized as the best of its kind.

It has always been our policy not to undertake the advertising of any product that was not known as the best of its kind—or deserving of that reputation.

CALKINS & HOLDEN, INC.

250 Fifth Avenue, New York City

This isn't a very modest advertisement?

Perhaps not. Excuse us.

ANNOUNCING THE PURCHASE OF

The Florida Metropolis

by

JOHN H. PERRY of New York and
RICHARD LLOYD-JONES, Tulsa, Okla.

*Perry and Lloyd-Jones assumed control of the
Florida Metropolis on June 1st, 1922.*

*On June 6th the name of the Florida Metropolis
was changed to*

Jacksonville Journal

The Florida Metropolis was founded in 1887



JACKSONVILLE JOURNAL

E. Katz Special Advertising Agency
Representative

Chicago
Kansas City

New York

Atlanta
San Francisco

Distance from Markets Doesn't Handicap This Industry

How the Log Saw, a Product of Kansas Prairies, Became National through Farm-Paper Advertising and Direct-by-Mail Merchandising

By G. A. Nichols

OUT in Kansas the farmers do not have a great deal of use for power machinery for the cutting of timber. They need implements for harvesting wheat, alfalfa, corn and oats. You can ride for miles through certain sections without seeing a single tree worthy the name, but will get the idea that the whole of that portion of the world is made of wheat—thousands of acres of it in every direction you may look. The "timber" in Kansas is mostly grain.

Yet, out on these fertile and timberless prairies there is a concern, the Ottawa Manufacturing Co., of Ottawa, Kans., that supplies the farmers of the nation with log saws. With little market at home it has used farm-paper advertising to merchandise its product in all directions. Through mail-order selling it has overcome the handicap of distance and has retailed its saws through every State. In the centre of the United States, it has found its biggest and best market in New York, its second in Pennsylvania and its third best in the State of Washington—an illuminating instance of how advertising ignores geographical boundaries in bringing together the goods and the people who want to buy them. It also is an example of an extraordinarily rapid success—the first log saw being offered through the farm press in 1918.

The first appropriation was only a few dollars and was put out as an experiment. Machines were sold and the company, just beginning to grow after a long season of experimentation, was sold on advertising. From that time the company has given advertising a full and unhampered opportunity. The extent of the outlay in each medium is determined abso-

lutely by the returns. The company will go along without limit other than that determined by the power of the medium to deliver.

"We want to buy as many inquiries as we possibly can," says C. R. Lawson, treasurer and advertising manager. "To get these we use every medium we think will bring them in. For the greater the number of inquiries, the more log saws will we sell.

SPACE USED DEPENDS ON NUMBER OF INQUIRIES

"Even at that we do not allow our inquiries to cost us more than a certain amount each on the average. If a farm paper is producing for us inquiries below the maximum cost for each we crowd more copy into the paper. We keep on doing this until the set cost per inquiry is reached. The amount of space we then are using becomes our settled apportionment in that paper as long as the returns keep coming in at the same rate. Later it may be increased or diminished on the same plan.

"On the other hand when an analysis of the returns received through a certain paper shows us that the inquiry cost is higher than standard we either drop out of that medium or reduce the space size of our advertising until it gets on the proper basis. A policy of this kind is all right if the advertiser conscientiously allows it to work both ways. If he cuts down in one place without extending his effort in the other he is doing himself injury. We want every possible inquiry we can get just as long as we do not have to pay more than a certain sum for it."

The merchandising of the Ottawa log saw is done strictly on a mail-order basis, with the follow-up in each case being made by the

company direct. But, as a side-light on the effectiveness of farm paper mail-order advertising, it is interesting to note that numerous retailers have asked for the privilege of handling the machine. Recently the company has made another saw which it expects to handle through regular retail channels and this it offers to such retailers. But in most instances they insist on having the Ottawa, apparently being influenced by the advertising and by calls made upon them by their customers.

This whole situation shows once more that mail-order houses in general are right when they recognize that buying from a retail store is after all the natural method and that if the people could get what they wanted from the retail store in the way of variety and price there would be no mail-order houses.

INQUIRIES ARE THE THING

Each advertisement is designed to bring out direct inquiries through the offer of a catalogue and a special offer on the current model of saw. As the inquiries or requests for the book are received they are divided into two classes. When a farmer asks specific questions regarding the saw or the manner in which it is sold he gets a personal letter in reply even though the points he inquired about are covered in the printed matter. Those merely requesting the catalogue or sending in the coupon attached to the advertisements get straight form letters and the catalogue is sent under separate cover.

With the letter goes an order blank containing a general summing up of the advertising arguments in behalf of the article and full instructions for ordering. The first letter produces a good proportion of orders. But most of the sales come after the first of a series of four follow-ups is sent out. The number of days intervening between the follow-ups is dependent on the season. In February, for example, the time is shorter than in October and November because the sawing sea-

son is almost over in February and action must be quick if the sale is going to be made.

The first follow-up is a 32-page book written entirely by the company's customers entitled "Read This Evidence." The book is illustrated by large half-tones made of photographs taken by customers showing the workings of the log saw on their farms. The text part is composed exclusively of letters from customers in every State. If the sale is not made by this time the company utilizes what Mr. Lawson calls "a cardinal principle of mail-order selling." It sends a second, third and fourth letter offering something free if the order is sent within a few days. The second letter offers a truck axle as a premium. In the third the free offer is a \$10 Disston saw blade. The fourth offers free a Disston drag saw and a twenty-inch limb saw.

This completes the operation so far as the initial selling effort is concerned. But the company is by no means through with the prospect if he fails to buy. When an inquiry is received from a man he automatically becomes a part of the permanent mailing list. A stencil is cut with his name and address and is used to send out the four follow-ups and to make a record card. The stencil is filed by name and State. Here, according to Mr. Lawson, "it is kept and used as long as he is alive and receives mail at that address—unless he orders."

A name is regarded as much too valuable a potential asset to be thrown away. It has cost money in the first place. And if the man is sufficiently interested to read an advertisement and send for descriptive matter he is regarded as somebody who is surely going to buy some day. In keeping the names indefinitely the Ottawa Company is proceeding somewhat at variance with some other mail-order concerns, but it proceeds on the theory that there is no general rule in regard to the dropping of names from a mailing list that can apply to all. Its proposition of course is quite widely different



Millions for Material

Apartments, hotels, schools, public buildings, sub-divisions of homes—millions of dollars of building in St. Louis—**RIGHT NOW**. Are you sharing in this city's great building boom? Spread your message while the time is ripe.

St. Louis

Globe-Democrat

F. St. J. Richards
New York

Guy S. Osborn
Chicago

J. S. Scolaro
Detroit

C. George Krogness
San Francisco

Dorland Agency, Ltd., London
Associated American Newspapers, Paris

from that of a concern sending out an expensive catalogue. Mail-order houses of the latter type find it advisable to drop names if the prospect does not buy, the catalogue being regarded as too valuable a thing to spread about promiscuously.

In the subsequent drumming of the list of prospects who have not yet purchased and who have indicated no interest beyond sending the first inquiry, special events and conditions are taken advantage of and emergency advertising sent out. When the miners were about to go on strike a postcard was sent to every man on the list referring him to the advertising matter sent him previously and urging that he lose no time in using the telegraph, the telephone or the mails to order the log saw so that he could not only protect himself in the threatened fuel shortage but make money selling wood to other people. The threatened railroad strike was used in the same way. Frequent direct-mail pieces are sent to the entire list in this way and the proportion of sales made is taken as more than justifying the effort of squeezing every sales prospect dry. Sales have been made to men on a list whose initial inquiry had been received two years or more previously. The company proceeds on the theory that while there may be a certain degree of waste in advertising matter sent out to non-responsive prospects there is still a greater waste in failing to follow-up a prospect to the absolute limit.

HOW INSTALLMENT SALES ARE ARRANGED

The Ottawa Company has had some instructive experiences with the deferred-payment proposition that will be of unusual interest to any concern selling goods by mail. It will sell its log saw on the instalment plan but does not encourage this kind of business.

"Nothing is really sold until you get your money for it," says Mr. Lawson. "I know there is great sales resistance in cash selling but it can be overcome by the right kind of advertising."

All the Ottawa advertising offers the log saw on easy payments but its price on this basis is 14 per cent higher than for cash.

The order blank that goes out with every piece of correspondence provides facilities for ordering on either basis. If the customer wants to buy on the payment plan he must fill out what is known as the "Confidential Acquaintance Blank" on the order form. This is the information upon which the company gives or refuses credit. The customer must give the following information:

Occupation..... Age.... Are you married?.... I have lived here.... years. White or Colored?.... How many are dependent on you for support?.... I trade at..... I rent.....acre farm.....room house.... shop. I own.....acre farm.....room house....shop. I own.....Horses..... Cattle.....Hogs..... The Estimated value of my property is \$..... My total indebtedness is \$..... How old is your oldest debt?....years. How much are you worth above debts?..... To what lodge do you belong, if any?..... Where is it located?..... Give references below. We can make more prompt shipment if you will give us references. Just list on the lines below the banks and business men with whom you have had business dealings. It is not necessary to ask permission of anyone to use their names as reference. Name of Banker..... Address Name of Merchant..... Address

The man is looked up very carefully and credit is not extended until such action is recommended by his banker or merchant. If he is not a land or home owner the company does not bother to look him up but immediately starts a correspondence with him with the idea of selling him on paying cash. Of course he is not told that his credit is regarded as shaky but emphasis is placed upon the considerable saving that he can make through paying cash.

Right here is where the Ottawa company exercises what it regards as rather expert salesmanship. If a man orders a log saw on the partial-payment plan no better evidence that he wants the machine could be had. But if the least suspicion against his credit were allowed to creep into letters that might be written him

NEW PRODUCTION RECORD Reached by Ford in Detroit

*Detroit's Prosperity
Is Yours With News Advertising*

DURING the month of May, The Ford Motor Company established a new monthly record with the production of 144,469 cars, trucks and tractors.

Ford Company officials said that while they have no means of computing exactly what the June production will be, they are confident that it will exceed the May output.

The Ford Motor Company is not the only one in Detroit working at top notch. Practically every automobile plant in the city is working full time; many have night shifts.

All this means that Detroit is prosperous. There is no unemployment. There is even a scarcity of skilled employees. Such a condition warrants your making strenuous efforts for launching your advertising campaign in Detroit immediately.

Besides the advantage of prosperity, Detroit offers you another—the ability of one newspaper to cover at one time and at one rate the whole Detroit field.

The Detroit News with its more than 224,000 Daily and 243,000 Sunday circulation reaches 90% of all the homes—figures from verified house to house canvass.

The Detroit News

Member of National Newspapers Inc.

"Always In The Lead"

confi

*A significant
record created during
1921 by National ad-
vertisers in the Chicago
HERALD & EXAMINER.
And from it ——— you
can whittle your own
moral.*

Chicago
Herald and

NEW YORK: 501 Fifth Avenue
SAN FRANCISCO: Monadnock Bldg.

dence

NUMBER of national advertisers
using all Chicago Papers . . . 62

5 Papers—
including the Herald and Examiner 56

4 Papers—
including the Herald and Examiner 102

3 Papers—
including the Herald and Examiner 101

2 Papers—
including the Herald and Examiner 127

**Herald and Examiner—
exclusively 237**

*In 1921 the Herald and Examiner carried
forty-nine MORE exclusive accounts than
all Chicago afternoon papers combined*

Examiner



he would become offended and probably not buy. He is told that while the partial-payment customers get exactly the same kind of merchandise as that sold the all cash customers, there is a natural difference in price because of the expense of handling the account on the books and reminding him of payments that are due. Some prospects do not respond but in most cases cash sales are eventually made to those whose credit would not seem to justify a sale on the partial-payment plan.

City Campaign to Teach Disposal of Waste

Mayor J. Hampton Moore, of Philadelphia, has asked an appropriation from councils of \$4,000 to be used in an advertising campaign in the newspapers to educate the public in the disposition of waste paper and other rubbish. The copy would be directed especially at non-English-speaking residents of the city.

Selling Cake via the Menu Route

J. S. Ivins' Son, Inc., Philadelphia bakers, an account of whose advertising campaign recently appeared in *PRINTERS' INK*, are now running a complete week's menu of desserts. Ivins' sponge or Ivins' pound cake is "sold" only as an auxiliary, each day's recipe being given with the cake as one of the "ingredients."

Beverage Account in Sectional Campaign

Poth's "Extra," a cereal beverage manufactured by F. A. Poth & Sons, Philadelphia, will be advertised through a sectional campaign in the newspapers of Pennsylvania, New Jersey, Delaware, Maryland, Virginia and West Virginia. The account has been obtained by the Bloomingdale-Weiler Advertising Agency, of Philadelphia.

Opens Advertising and Sales Service in Utica

Oliver Gedeist, associate sales manager of the Utica Heater Company, Utica, N. Y., and formerly with the Monitor Stove Company, Cincinnati, has established an advertising and sales service office in Utica. He has the account of the Utica Heater Company.

Posner Shoe Account for Howard Agency

The E. T. Howard Company, Inc., New York advertising agency, has obtained the account of Posner Shoes for children.

Building Owners in Convention Discuss Advertising

At the annual convention of the National Association of Building Owners and Managers, held at Bedford Springs, Pa., June 19 to 24, an important session was devoted to a discussion of the ways and means of advertising rentable space in office buildings and apartment houses.

The largest office buildings of the country were represented at the convention, and plans for fifty million dollars' worth of new buildings were shown by building managers who have them in charge. Plans of advertising submitted at this convention were elaborate and carefully considered. Newspaper, direct-mail, outdoor and street-car card advertising was advocated.

J. Clydesdale Cushman, of Cushman & Wakefield, New York, was chairman of the conference, and strongly advocated retaining the services of professional advertising counsel in all advertising work. His recommendation was seconded by W. L. Ballard, of W. L. Ballard & Co., Boston.

Wisconsin Chair Account with Chicago Agency

The Webster Manufacturing Company, Superior, Wis., manufacturer of chairs, has placed its advertising account with Critchfield & Company, Chicago advertising agency. The company's advertising plans call for a campaign in newspapers. Critchfield & Company have also secured the account of the Service Station Construction Company, Minneapolis, which is selling blue-prints for automobile washbowls for service and oil stations.

Milwaukee Men Form New Agency

Arthur B. Wilson and Milo C. Richter have formed the Wilson-Richter Advertising Agency in Milwaukee. Mr. Wilson was formerly promotion manager for the Milwaukee *Journal*. Mr. Richter has been with the Burns-Hall Advertising Agency and with the Koch Company, Milwaukee.

Henry Ford Signs Copy

For the first time since he has been manufacturing automobiles Henry Ford has recently issued copy for his company's advertisements over his own signature. The Ford advertising is also using a photograph of Mr. Ford for the first time, with the signed slogan: "Buy a Ford and bank the difference."

Boxing School Account with Chicago Agency

Ruthrauff & Ryan, Chicago advertising agency, have secured the account of the Mike Gibbons School of Boxing, Minneapolis, Minn., for a correspondence course handled by this school.

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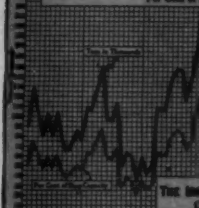
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MONTHLY STRUCTURAL AWARDS

Approximate Tonnage Reported By Bridge Builders and Structural Builders
Per Cent of Ship Capacity

Selling the Executive of "Low Visibility"

The man at the top, especially in "big business," is proverbially hard to see—and harder to reach. In self-defense, he has to barricade himself behind secretaries and Information-Desk clerks.

But there is one "avenue" that hurdles all barriers right up to his desk each week—

THE IRON TRADE REVIEW

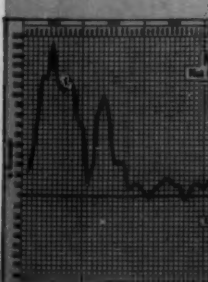
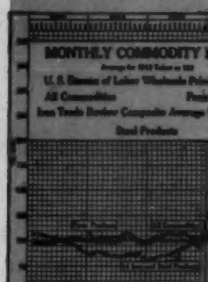
He has confidence in its editorial contents because it is written of executives, by executives, for executives. And for that same reason he has confidence in its advertising pages.

THE IRON TRADE REVIEW

Established 1883

PENTON BUILDING
CLEVELAND, OHIO

Members A.B.C. and A.B.P.

THE IRON TRADE REVIEW
CLEVELAND

PRINTERS' INK



IN shoes, as in men, character counts. It is the inbuilt character of Nettleton shoes which makes them known as "Shoes of Worth."

The Nettleton style book, "Footnotes," will interest you. Write for a copy.

A. E. NETTLETON COMPANY *Makers of Gentlemen's Fine Shoes* SYRACUSE, N. Y., U. S. A.

Nettleton
Shoes of Worth



ATLA
CENT

PRINTERS' INK

H. W. COOK, Phila.

A. A. WERNER, New York

A. E. HILFINGER, New York

FRANZ LEE, Saratoga Springs

A. E. Nettleton Co.

W. O. BEEBEE
MANILA, P.I.
AGUAS DE
SANTANA, CUBA.

MAKERS OF
GENTLEMEN'S FINE SHOES
EXCLUSIVELY

70 RUE ST. LAZARE
PARIS, FRANCE
NEGRE SARTORIUS &
CHRISTIAN, HAMBURG

SYRACUSE, NEW YORK, U.S.A. April 25, 1922.

Mr. Walter F. Shea
The Quality Group
347 Fifth Avenue
New York City

Dear Mr. Shea:-

As our spring advertising is now running in your publications, we thought it might be encouraging to you to know that the results from our four color pages in The Quality Group are very pleasing to us and we do not hesitate to tell you so.

While, from a stand point of "Economy Thru Quality" we believe that every man or young man is a potential buyer of Nettleton shoes, at the same time we realize that our most fruitful market is among those who read magazines such as The Quality Group. It is a pleasure, therefore, for us to tell you this and we heartily congratulate you upon the continued splendid progress of your publications.

Very truly, yours,

A. E. NETTLETON CO.

J. Patrick F. Hilfinger

MVS/D

THE QUALITY GROUP

ATLANTIC MONTHLY
CENTURY MAGAZINE

HARPER'S MAGAZINE
REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE
WORLD'S WORK

347 Fifth Avenue, New York

Clean-Cut Jobs

Goldmann printed matter whether designed to express steam engines or lace is guarded against confused fussiness by designers and craftsmen whose background of experience has developed a real sense of printing taste.



ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY
Printers Since Eighteen Seventy Six
TELEPHONE FRANKLIN 4320



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Teaching History through Advertising

Numerous Campaigns Are Uncovering Information for Old and Young Alike

By a Commercial Art Manager

SIDE by side, in a newspaper, a few weeks ago, there appeared three advertising campaigns, each one of which was based on the historical element.

Pictorially, they were unmistakably historical. Another element is to be considered: they were conspicuous for this very reason. In the midst of so many modern pictures, they were attractive and compelling as well.

First came a Wheatworth biscuit advertisement, three columns wide and heavily illustrated. How could this advertiser open the pages of the past for themes? Easy. Whole wheat and its use dates back into the dim ages.

"Caesar's Mighty Legions were men of whole wheat strength," said the copy. "Every Roman Legionary on campaign had four bushels of whole wheat which he ground and baked himself. He was an invincible soldier—a son of Mars—a unit of Caesar's power. Where he bore the conquering eagles, whole wheat went on the march. The food that built the Roman Legions will build another force, invincible today."

What could be more natural than to turn back the pages of history in talking of whole wheat,

when nations grew up on it?

Borden's package confections was another of the newspaper advertisements. We find an illustration of Quakers seated at a table. The caption reads: "Was

the old-fashioned stern parent wiser than nature?"

Quaker parents would not permit their children to eat sweets. "Nowadays parents know that the liking for sweets is a provision of Nature—for growing bodies need the heat and energy which sugar supplies." There is a prevalent belief that sweets are bad for children. It seems to be a relic of the old days and so the advertiser traces it back to its source in an effort to show that it is unfounded.

The railroads have done much to teach us the story of the gradual development of America.

And so, as the last of the newspaper trio, we find a Lackawanna advertisement in newspapers acquainting us with our forefathers. One by one, different towns and bits of territory covered by the system are taken up in review, pictorially and in text. But the railroad system believes it is more important to tell why these places are of historic interest than to describe them as they are today.



For Pioneer Trails—
"Pioneer Trails"
is a new and
attractive way
of showing the
history of the
United States
and the
Lackawanna
Railroad.

Available at
Lackawanna
Railroad
Stations
and
Travel
Agents

Also at
Lackawanna
Railroad
Stations
and
Travel
Agents

Also at
Lackawanna
Railroad
Stations
and
Travel
Agents

Also at
Lackawanna
Railroad
Stations
and
Travel
Agents

For more information, write to: Lackawanna Railroad, P. O. Box 100, Scranton, Pa.

LACKAWANNA

LACKAWANNA HAS PLENTY OF MATERIAL ALONG ITS LINE FOR A HISTORICAL SERIES

"Early Days in Ithaca," is a characteristic headline, accompanied by a vivid illustration of a stage coach drawn up before an inn, and then, in smaller space, a view of a section of the modern city. The copy reads:

"Ithaca, New York, world-famous home of Cornell University, was not always Ithaca. When founded in 1788, it was known merely as the 'Flats' and, a little later as 'Sodom.' Then someone of a classical turn of mind suggested 'Ithaca,' which became permanent when the town's only hotel used that name on its signboard. The first railroad to reach Ithaca was the Ithaca & Owego, chartered in 1828 and opened with horse-drawn vehicles in 1834. It is the oldest part of the present Lackawanna system. In early coal days it was an important link in the transportation of Pennsylvania anthracite west via Cayuga Lake and the Erie Canal."

Thus present-day readers are destined to gain a definite historical knowledge of these cities and villages along the route of a famous railroad. The pictures assist in the good work, for they reflect the spirit, the costumes, the buildings of those past generations.

Now and again Lackawanna newspaper advertising becomes exceedingly dramatic. "The Wyoming Massacre" is a headline that is indicative of this phase of the campaign, together with this appropriate copy:

"Far out in the beautiful Wyoming Valley of Pennsylvania occurred a dramatic incident of the American Revolution. With their best fighting men away with Washington, a band of 400 Americans, mostly the very young and the very old, on July 3, 1778,

bravely met and fought a combined British, Tory and Indian force of three times their number. Numerical superiority and an ambuscade gave success to the invader. The aroused Indians not only cut down the Americans with terrible slaughter, but in their eagerness for scalps massacred prisoners and settlers alike. Homes, barns and crops were completely wiped out. The survivors, largely women and children, escaped into the wilderness and suffered untold hardships as they made their way to friends in far-distant settlements. These stirring events are commemorated by an imposing granite monument in present-day Wyoming, twelve miles from Scranton."

At one time or another the railway or steamship lines have told the public the complete historical record of the United States, and, now and again, show the same background of romance concerning other countries. Canadian advertisers, for example, have given us a new story of Canada's history. "Where Washington shivered, two Arcolas stand" is a headline for an American Radiator Company page, as the copy weaves a



ow a Knight favored:
Queen and won
favor with King



IS TOLD in the hitherto unpublished annals of King Arthur's Court, that a certain Knight wishing to gain the favor of his King to a purpose, was struck with the thought that his Queen did much to shape her Lord's policies; whereupon this Knight sent to his Queen a chest laden with the choicest linen, which presented the Queen with such a wonderful delight, that her appreciation made possible the end he sought.

ONLY in Hand-torn Fleur-de-lis linen damask table cloths and napkins can be had any conception of those linens produced by the weavers of the Medieval Ages, for today it is woven by hand with the same skill and care as in those days of guild craftsmen, and its richness of design and exquisiteness of finish show well the results of this worthwhile effort.

On sale at the better stores in the principal cities of the United States and Canada. An illustrated catalogue on request.

For finer we also are Fleur-de-lis linen damask, linen cloths and pillow cases.

IRELAND BROTHERS

302 FRANKLIN STREET

NEW YORK CITY



DELVES INTO LEGEND IN AN UNUSUAL MANNER

If You Sell Food Products in St. Louis

*don't overlook
this Market.*



A recent investigation disclosed the fact that 22% of the manufacturing companies and industrial plants located in St. Louis and adjacent territory, maintain cafeteria or restaurant service for their employees.

Lists of firms with this service will be furnished national advertisers and advertising agencies upon request.

*Salesmen's route lists of grocers
and other dealers available at
no cost to advertisers.*

THE ST. LOUIS STAR

National Advertising Representatives

STORY, BROOKS & FINLEY

New York

Los Angeles

Chicago

San Francisco

Philadelphia

romance around the general's headquarters, now modernized and heated in an up-to-date manner.

Ireland Brothers, in a campaign for linens, enrich their advertising with historic and fabled lore. Old books have been searched for appropriate tie-ups, as for example:

"It is told in the hitherto unpublished annals of King Arthur's Court that a certain Knight wishing to gain the favor of his King to a purpose, was struck with the thought that his Queen did much to shape her Lord's policies; whereupon this Knight sent to his Queen a chest laden with the choicest linens, which possessed the Queen with such a wonderful delight that her appreciation made possible the end he sought." In every bit of legend quoted, the linen and choice fabric idea is dignified by anecdote and the illustrations strike an entirely new note for this type of account.

How could the historical theme be worked into cast iron pipe advertising? Let us see: "Since this happened (a picture of costumed figures digging a trench for a pipe in an old garden), La Salle discovered the Mississippi, the Declaration of Independence was signed. Bonaparte lived and died, and the steam engine was invented. It was in the reign of Louis XIV of France that the first iron pipe ever cast was laid in the gardens of Versailles. That was more than 250 years ago. But the pipe is still in the ground—and still giving service. Cast iron rusts, of course—but only on the surface."

One by one national advertisers are finding historical themes for entire campaigns. Heirloom Plate quite naturally turns back the pages to the colorful days of long ago, providing pictorial themes that add great charm to the displays. Alvin silver-plate advertising is content with photographic views of historic buildings, such as, for example, the Old State House, Boston, where the actual plate is used. Elgin watch advertising has rehearsed in picture and in text, the complete history of Time. Such text as this is cer-

tain to be educational to all classes and all ages:

"Alexander the Great, setting out at twenty to conquer the world, found the city of Tyre blocking his path to glory. In Tyre he saw the key to the vast Persian empire. Its massive walls had withstood the battering of centuries. Solidly intrenched on an island half a mile from the shore, it was heavily guarded by the Phœnician fleets—while Alexander had only land forces."

And from this on, talking history all the while, the copy introduces the element of time and of how minutes are interlocked with destiny.

Wall Paper Dealers Get Together in Campaign

The Wholesale Wall Paper Dealers Association, of Philadelphia, has been conducting a co-operative advertising campaign in newspapers to induce the public to have papering done in June. The copy states that wages may likely be higher in the fall and, in addition, workmen hard to secure because of the rush. A feature of the copy is the reproduction of the sample books of association members which are grouped around the text.

Los Angeles to Advertise Industrial Exposition

A Pageant of Progress and an Industrial Exposition which will be held in Los Angeles, August 26 to September 9, under the auspices of the Los Angeles Chamber of Commerce will be advertised.

Trade publications, magazines, newspapers, and outdoor advertising will be used. The account is with the Lockwood-Shackleford Co., advertising agency of Los Angeles.

Lightner Corp. Moves from Washington to Chicago

The Lightner Publishing Corporation has moved its headquarters from Washington to Chicago, where all the Lightner business periodicals will be published. The business and editorial offices of the publications remain unchanged.

Los Angeles Trade School Plans Newspaper Campaign

The Smith & Ferris Advertising Service, Los Angeles, has secured the account of the National Automotive School, of that city. An advertising campaign in the newspapers of the Pacific Coast States is planned.

NUMBER TWENTY-SIX OF A SERIES

*Another Advertiser
Testifies to the
Boston American's*

Proved value to Advertisers

S. Vorenberg, president of Vorenberg's clothiers, of Boston, has found the Boston American to be "the most profitable advertising medium in this section," according to his signed statement.

In fact, this series of advertisements, which started January 1, might be continued almost without end, so many other national and local advertisers stand ready to testify to the fact that the BOSTON AMERICAN is THE evening newspaper of New England

A Remarkable 3-Cent Evening Newspaper

BOSTON AMERICAN
OF LARGEST EVENING CIRCULATION IN NEW ENGLAND

Research and Promotion Departments at Service of Advertisers

Say It With Color in Farm and Home—

Few publications of any class offer page advertisers such a *variety* of color work as is provided by *Farm and Home*.

In this color service you have your choice of the following:

1. *Cover positions*—high-grade two, three or four color process work, carefully printed on flat-bed presses.
2. *Inserts*—the same quality of work and the same quality of paper used on the covers; printed on four-page section with special editorial features in color.
3. *Run of paper*—black and any other one color where fine-register process effects are not required.

On the covers and inserts *Farm and Home* can use exactly the same three and four color process plates as one

used by such magazines as Ladies' Home Journal, Delineator and Woman's Home Companion.

Farm and Home is the only National farm paper in which it is at all practicable to use plates of this kind and size without considerable waste of lineage.

Just off the press—a 32-page color dummy showing thirty beautiful examples of three and four color advertisements.

Send for it today.



The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers

DAVID R. OSBORNE, Advertising Manager

SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago

456 Fourth Avenue, New York

Who does
your printing?

Charles Francis Press

Printing Crafts Building • Telephone Longacre 2320

461 Eighth Avenue, New York City

Hardwood Lumbermen Adopt National Sales Code

A DETERMINATION to solve their marketing problems voluntarily and without Government regulation characterized the business programme of the twenty-fifth annual convention of the National Hardwood Lumber Association held at Chicago on June 22 and 23. The convention unanimously adopted a national sales code to establish uniform practices in buying and selling hardwood. It also went on record in favor of considering questions involving hardwood and softwood separately.

More than one thousand members and guests of the association, representing the producing, distributing and consuming elements of the hardwood industry attended the convention. Unusual interest centered in the gathering because of the recent meetings between Department of Commerce officials and lumbermen with which the hardwood men openly expressed their dissatisfaction.

W. A. Durgin, of the Department of Commerce, told the convention that federal regulation of the lumber industry was not desired by Secretary Hoover. Lumbermen must avoid the blindness of immediate self-interest and clique jealousies, he said, or the consuming public would insist on federal regulation as the only possible corrective.

On the day following Mr. Durgin's address the convention passed a resolution stating that the Department of Commerce had not taken into account "salient facts with which the industry itself is thoroughly acquainted" in its suggestions for standardizing the industry. The association asked that the "measure of standardization and simplification already achieved by the National Hardwood Lumber Association be taken fully into account and that due recognition be given the facts."

The National Sales Code, which the convention accepted without

any dissent, had previously been adopted by various elements of the hardwood trade, representing the producers, distributors and consumers. It becomes binding only by contractual agreement between the buyer and seller in any transaction, and although adopted by the association in convention it cannot be imposed on any of the association's members.

The code establishes uniform practices in the selling and buying of hardwood and defines the customs and usages of the trade. It also provides means for the settlements of disputes arising between sellers and buyers by which litigation may be avoided and stipulates rules for grading.

John W. McClure, Memphis, Tenn., first vice-president during the past year, was unanimously elected president of the association.

What Is Your Reply to This Question?

GRAY & DUDLEY CO.
NASHVILLE, TENN.

Editor of PRINTERS' INK:

Have you any statistics on the relative pulling power of one, two, and three colors?

The article on page 112 of the June issue of *Printers' Ink Monthly* has suggested this question.

Any information you can give on this subject will certainly be appreciated.

GRAY & DUDLEY CO.,
B. E. HILL,
Manager, Mail-Order Dept.

"The American Mason," a New Publication

Frederick B. Vogel, editor and publisher of the *International Railway Journal*, Philadelphia, is publishing *The American Mason* which, the publishers inform PRINTERS' INK, "will be issued monthly and will be devoted to advancing the interests of Freemasonry and the Craft."

Powers & Stone Appoint Boston Representative

Warren H. Peirce, for three years with the J. W. Barber Advertising Agency, Boston, has been appointed New England manager of Powers and Stone, Inc., New York, publishers' representatives. Mr. Peirce will have his headquarters at Boston.

Professional Market Listens to Raw Material Advertiser

Fifty Per Cent of Dealers and Architects Acknowledge the Introduction of Zinc Shingles

By James True

EVIDENTLY the indifference of the dealer to new products, so frequently noted by advertisers, is not due generally to a lack of interest in his business on the part of the dealer, but rather to the failure of the advertiser to approach him in a way that will attract his attention and win his favor. Sheet-metal contractors and roofing dealers cannot be considered as among the most alert and progressive class of business men. And architects always have been recognized as members of one of the most conservative professions. But last summer, after careful preparation that was based on an intelligent investigation, the Illinois Zinc Company launched a campaign which not only quickly attracted the attention of a great many dealers and architects, but secured the co-operation of a large number of both.

Besides showing how the dealer can be interested promptly and at low cost, the campaign is noteworthy because it clearly demonstrated that business-paper, direct-mail and general advertising are not competitive when properly applied to a selling problem. It further proved that when these different methods of advertising are used intelligently they are not only remarkably productive but that they do not conflict in any way.

The first of June, a year ago, Illinois Zinc Shingles were comparatively unknown and had been manufactured only for a few months. Recently, during three days of the National Sheet Metal Contractors' Convention at Indianapolis, among the hundreds of dealers and contractors who visited the company's exhibit, only one man was discovered who was not familiar with the product.

This result was brought about by ten months of business-paper advertising and a mail campaign consisting of two letters and a folder. There were 21,300 names on the mailing list, and evidence of the thoroughness of the introduction of the goods was furnished by 9,552 replies. The first letter was mailed about the first of August, the folder two weeks later, and the last letter two weeks after that. The record of replies was closed the latter part of November, but enough have been received since then to bring the total slightly above 50 per cent.

ADVERTISING IS PRODUCTIVE OF REPLIES

The business-paper campaign began about the first of June. Full pages were used in eight publications, reaching the roofing trades and the architects of the country. And this advertising is being continued. The company is convinced that it has had much to do with the large number of replies from its direct-mail material, and that it has been an economical means of making its product known.

Recently, E. S. Gellatly, general sales manager of the company, explained the motives of both appeals and commented on the results. "Our concern," he said, "is old and conservative. For many years we have manufactured staple zinc products only, hence we have had little experience in the advertising and the merchandising of branded specialties.

"Personally, however, I always have been interested in all methods of distribution. I have been a reader of *PRINTERS' INK* for the last twenty years. So, when we began planning the manufacture of zinc shingles, we also started an investigation of the retailing of

The value of the market offered by Vogue is so widely recognized that in the current July 1 issue alone there are

553

ADVERTISERS

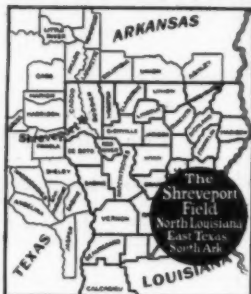
This is not an unusual number—for Vogue. The May 1 issue, for example, closed with 626 advertisers and the April 1 issue carried 638.

As a matter of fact, *every* advertiser who sells quality merchandise of interest to women comes sooner or later to occupy his natural place in the advertising pages of

VOGUE

Member of the A. B. C.

One Million People Within 100 Miles



At the time an analysis was being made of various sections of the country to determine the most advantageous points to locate the Children's Hospitals of the Order of the Mystic Shrine, the Shreveport Chamber of Commerce compiled information which showed that within 100 miles of Shreveport live 999,595 people (1920 population); four million people within 200 miles and ten million people within 300 miles.

These figures, indicating the great number of people within short radius of Shreveport, caused Shreveport to be chosen as one of five sites for the first Shrine hospitals in North America. And the same figures should cause anyone making a campaign of the South to choose Shreveport as one of the pivot points on which the campaign would be swung.

There is no other city of equal size within 175 miles of Shreveport. It is the logical and actual metropolis and trade center of its heavily populated, always active and prosperous territory. The Shreveport Times gives thorough coverage of that part of Louisiana, Arkansas and Texas shown on the accompanying map. The blanket distribution of the Times in this territory makes it an easy market to cover, and economical to sell.

Daily Circulation Now Over

29,000

Sunday Circulation Now Over

44,000

The Shreveport Times

Absolutely Dominates the Shreveport Territory

ROBERT EWING, Publisher

JOHN D. EWING, Associate Publisher

Represented by S. C. BECKWITH SPECIAL AGENCY of New York

Represented by JOHN M. BRANHAM COMPANY of Chicago

similar products to determine the best method of merchandising our new goods.

"We soon learned that it is just about impossible completely to sell a new roofing to the average user, the home or factory owner, through advertising alone. You can interest him deeply in your product, but you cannot convince

most invariably against the unknown product.

"These facts convinced us in our belief that to advertise nationally to the user in order to create a demand for zinc shingles, before we had the trade sold, would be a costly mistake. Consequently, all of our advertising, so far, has been designed to make

the advantages of our product familiar to the dealers and architects of the country and to lay the foundation for a campaign of national advertising in general mediums, which we are now planning.

"While I cannot state the percentage of distribution secured as a result of our preliminary advertising, I will say that we have evidence to indicate that at least 60 per cent of dealers and architects are sold to the extent of saying a good word for Illinois Zinc Shingles. And a much higher percentage know a great deal about them.

"Our direct-mail campaign of last year went to 4,800 architects, and 2,430 of them replied; out of 4,000 sheet metal workers 1,670 replied; there were 6,500 building contrac-

tors on the list, and 2,545 wrote for more detailed information; and 2,907 building supply dealers out of 6,000 on the list replied to our letters.

"Understand that this campaign was not designed to sell goods. It was intended to indicate, through the reaction of those who greatly influence the sale of roofing materials, whether or not we had a product in zinc shingles that could be readily and profitably merchandised. Therefore, not only was the number of replies sur-

Cover Just One Roof With—



1—Cover an old roof with Illinois Zinc Shingles. Best, all and low shingle material weighs less than the old wooden shingles and thus makes work easy.



2—Or build a new roof from the best of all roofing materials in the form of all shingle form. It will protect and give greater satisfaction than any other kind of roof.



You yourself "have to be shown" just why these new shingles are superior to other forms of roofing. In the same way an owner or a builder "has to be shown." Because of this we will do everything possible to help you cover a roof with Illinois Zinc Shingles in your immediate vicinity. Then you can point to—

"The Roof That's Always New"

—and owners, architects and builders will do the rest. You can point to the beauty of this new zinc roof as compared with any other kind of shingle, then, wooden shingles or the shingles made from asbestos materials.

You can point out its best-kept effect, its extremely light weight, its protection against fire and lightning, its low first cost, its absolute freedom from painting, repair

and upkeep costs, and the fact that it will long protect the building it protects.

You will find it a marketing demonstration—an opportunity to show metal workers to "home look," on the principal centers of the country. Write for details as to how we will assist you to erect this demonstration roof and how you can get business on all roofs thereafter.

ILLINOIS ZINC COMPANY

Sole Office

390 BROADWAY, NEW YORK
820 BRUNNEN ST., PERU, ILL.
DEALERS & BUILDING SUPPLY, PERU, ILL.

Established 1872

CONSULT THE ZINC MASTER FOR BUSINESS AND HOME PURPOSES. ZINC MASTER, 100 N. W. 10TH ST., MINNAPOLIS, MINN.
ALSO SEE "ZINCMASTER" WITH THE ZINC MASTER.

Patented in U.S.A. and other countries. The better grade of zinc is produced in the U.S.A.

"A TRIAL WILL CONVINCE," THIS ADVERTISER TELLS.
ROOFERS

him beyond the point of asking the opinion of his dealer or architect, and of being swayed by such an opinion.

"As for dealers, contractors and architects, they are prone to condemn as 'no good' anything of the kind that they are not familiar with. They are honest in their reasoning and usually take the stand that, since they thoroughly know their business, if a specialty were worthy it would be known to them. Hence, regardless of the user's attitude, their advice is al-

prising, but the amount of actual business created was astonishing to us.

"One year ago we were not sure that we could sell zinc shingles profitably. Today, although we have not as yet put a salesman on the road, we are sure of our position; we know that the trade will stock our product, that architects will specify it, and that the users of roofing will buy zinc shingles.

"Due to our advertising a number of architects have used our shingles and report that their clients are well pleased. Also, many dealers have stocked our goods, and numerous contractors have sent us orders. We know now that the demand created by national advertising to users will not be resisted seriously at any point, and, as soon as our actual distribution has been extended sufficiently, we shall launch an adequate campaign."

In all of the trade mediums, with the exception of a technical newspaper, full pages have been used. The illustrations featured the trade-mark and showed the shingles both in detail and in position on roofs of various designs. The copy stressed the value of zinc as a roofing material, requested the trade to send for free samples, and to write for literature.

The letters of the direct-mail campaign were slightly modified to appeal effectively to each of the four classes that made up the list. A correct idea of the entire first mailing can be gained from the text of the letter to architects, which follows:

A Chicago architect threw up his hands in horror when we mentioned zinc shingles for roofs. "I know them," he said. Then we showed him the new Illinois Zinc Shingle, and his interest grew intense.

It's the shingle, not the zinc, which, after all, has made all the trouble. Every architect who has studied the subject knows that zinc itself is the very best material that can be used on roofs.

He knows that zinc—"The Roof That's Always New"—will outlast the structure it protects without upkeep costs. He knows that, without painting, the oxidized zinc gives a beautiful, soft, weathered gray in its natural state. Or, if preferred, it can be painted any desired color.

He knows, moreover, or he should know, that a square of zinc shingles generally costs less laid than slate, tile, high-grade wooden shingles, or shingles made from substitute materials, while their ultimate cost is always lower.

But he does not think that a roof of metal shingles can be made artistic in appearance.

Until he sees them, therefore, he won't believe that the pre-oxidized Illinois Zinc Shingles make a butt-shingled roof in every way as beautiful and artistic as a roof of slate or wooden shingles.

This conclusion, of course, is based on metal shingles of the past and we ask you to reserve your judgment until after you have seen the new Illinois Zinc Shingles. When you see them you will want to use them for the major part of your residential roofing.

We hope, therefore, you will be kind enough to return the enclosed card for samples so that you yourself can see how great an improvement these shingles are from every architectural standpoint. At the same time we will send you a copy of our booklet—"The Roof That's Always New."

Very truly yours,

(Signed) E. S. GELLATLY,
General Sales Manager.

This letter produced replies that totaled only about 8 per cent of the names on the list; but it undoubtedly created an excellent impression, was remembered by a much larger percentage, and influenced the returns from subsequent mailings. All inquirers were promptly mailed the sample shingle and a copy of "The Roof That's Always New"—a pamphlet of twelve pages. And, in the case of dealers and contractors, these were followed up with a folder, a circular, and a booklet, "Why and How You Can Sell Illinois Zinc Shingles," which is the manual for dealers.

The folder, which, with a return card, constituted the second mailing, was printed in two colors and contained four pages nine by twelve inches. It presented a full description and detailed illustrations of the shingles, and, while it produced no better returns than the first letter it probably had as great an influence on the results of the last mailing. After giving a dozen convincing reasons why zinc is better for roofing than other materials, the text of the folder asks, "Then Why Hasn't Zinc Been Used for Roofs Be-

(Continued on page 87)



Washington Consumes Quantities of Canned Goods

There are conditions existing here which contribute to an active demand for canned goods—distributed through upwards of 1,500 grocers and delicatessen.

If your product isn't represented you are overlooking a fertile field.

Of course, you need The Star for advertising—but it alone will be sufficient.

Is there any data you want?

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

Whatever else you do
1923, the merchand
ness of American
Color Pages must be
Open dates for 192

CHICAGO 

*Daily average circulation A. B.
largest evening newspaper circ*

you do in Chicago in
chandising effective-
can Home Journal
must be considered.
or 923 on request.



ation (A. B. C.) 415,056—the
space circulation in Chicago

Advertise Toys

in

CHILD LIFE



EACH month in more than 60,000 better class homes all over the land mothers read "Child Life" to the eager, inquisitive little minds in their care. Tell your toy sales message to the mother when she is closest to the children. Then she is sure to be in a receptive mood.

The mother is going to buy toys for the kiddies as they keep on growing month by month. Perhaps today it's a tiny doll, soft rubber ball, or woolly doggie; but tomorrow it is certain to be an express wagon, a doll's house or some clever game that develops skill and ingenuity. "Child Life" is an exceedingly good advertising medium for selling toys, books for children, and all else required for their amusement and education.

Write today for rates, more detailed information and a copy of "Child Life" to look over.

Published by

RAND McNALLY & COMPANY

536 S. CLARK STREET, CHICAGO

*Largest Publishers of
Books for Children*



Mothers who *select* read
"CHILD LIFE" to their children



fore?" and proceeds with this answer:

"It has been used for roofs for more than 100 years in Europe, where more than 90 per cent of the sheet zinc production is used for roofs alone. It has *not* been used for artistic shingled roofs because, until the present time, zinc shingles have proved neither practical nor artistic. But these and other defects have now been entirely overcome in the new Illinois Zinc Shingles."

The third mailing was another letter with an addressed envelope enclosed. The fact that the envelope was stamped undoubtedly influenced the return; but a careful reading of the letter will strongly indicate that its text, by tying up cleverly with the material that went before, was mainly responsible for its producing replies from more than 30 per cent of the list. This letter was also slightly changed to apply to the different classes, and the following is its adaptation to architects:

My company has had little experience in advertising to architects and I have been duly impressed by warnings as to "how the architect should be approached."

Apparently we have not found the right way and I am therefore taking the liberty of writing personally to ask how the Illinois Zinc Shingle should be brought to your attention.

Perhaps you do not want to be approached at all, and although I am firmly convinced that the Illinois Zinc Shingle is by far the best roofing shingle ever offered your profession, I do not want to burden your mail with matter that cannot possibly interest you.

If, therefore, you will be kind enough to write "Not interested" or "Send further particulars" across this letter, or a few words stating how the matter should be brought to your attention, returning the letter to me in the enclosed stamped envelope, I will appreciate it as a kind personal favor.

Yours very truly,
ILLINOIS ZINC COMPANY,
(Signed) BEN G. WELLS,
President.

About half of the recipients who answered acted on the suggestion and returned the letter with notations. The rest took the trouble to write letters, and among them was a number that contained valuable ideas and suggestions which

the company has since used in its merchandising.

There were also a few, perhaps twenty in all, which indicated that their writers suspected an ulterior motive and were rather proud of their perspicacity. These were not numerous enough to suggest that there was anything the matter with the letter; but they are valuable as proof of the necessity of absolute sincerity in the writing of successful letters with a similar appeal. Perhaps the most pertinent of the lot is this reply from a firm of architects in Boston:

We have your very interesting letter of August 23, inviting us in very naive terms to acquaint you as to the best method of approaching architects in the interest of the Illinois Zinc Shingle.

Of course you had no real intention of asking us to answer any such question and you knew perfectly that you had arrived at a most subtle and insidious and Machiavelian method of intriguing architects' attention by the letter itself.

We send you our most cordial recognition of your advertising skill and our best wishes for the success of your product.

"While replies of this kind were few," said Mr. Gellatly, "they were something of a surprise to us. We were honestly anxious to learn all we could about merchandising products such as ours. Although we had, of course, started on a definite plan, we were not averse to changing it if a better way was shown us. However, in adopting many of the suggestions offered in reply to our president's letter, we have found it necessary to change our plan only in detail and not in principle.

"Practically every helpful reply we received confirmed our belief that it was necessary for us to win the confidence and favor of the architects and the trade before we appealed to the general public. And in formulating our sales plan we considered the importance of the various selling factors in the following order:

"First, the friendly attitude of all those interested in the retailing of similar products, and their acknowledgment of the superior qualities of our product. Second,

the personal solicitation of good salesmen. Third, the influence of general advertising to the public.

"While attaining the first, in a measure, with business-paper and direct advertising, we have already established a profitable business. Soon we shall organize a sales force to complete and sustain our distribution. Then we shall go ahead with our general advertising. And after creating a foundation of good-will and co-operation on the part of those who influence the sale of most of the roofing used, we are convinced that our general advertising will be proportionately as profitable in its results as our trade-paper and direct-mail appeals to dealers, contractors and architects."

Advertises a Furniture for Pigs Barter

J. S. Engelken, of Le Mars, Ia., has long been noted for advertisements of the unusual kind. Being in a small place, his opportunities are limited, but such as they are he takes advantage of them. This is his latest, appearing in a four-column advertisement, full page in depth:

"Wanted—2,000 Young Pigs, Grand Rapids Furniture Store, Le Mars, Iowa.

"\$7.00 will be Paid for Weaned Pigs—They Must be at Least Eight Weeks Old.

"To Make it Possible for farmers' wives who are assisting in raising the little pigs and who are justly entitled to refurnishing their homes for their labor rendered, for a limited time, we will allow you for all weaned pigs brought to our store \$7.00 in merchandise. They must be sound and in good health. No runts taken.

"Many of you have delayed buying that needed furniture. This is your opportunity, if you act at once.

"Fetch in the Little Pigs. Time Limit, June 20, 1922.

"Tell Your Friends of This Wonderful Opportunity.

"Come to Shop or to Buy. Stop Here Before You Look Elsewhere—or Afterwards. But don't decide on anything until you see our display. House furnishings last for years. Careful comparison of price, quality, design and finish will save you disappointment and heartache later."

Howard T. Walker, of the advertising department of the *Baltimore News and American*, died recently in Baltimore.

E. H. Barnfield has become financial advertising manager of the *San Francisco Journal*.

The Father of a Slogan Is Wanted

CHARLES C. GREEN ADVERTISING AGENCY
New York, June 16th, 1922.

Editor of PRINTERS' INK:

Will you please do us a favor and try to find out if there is any concern that has made use of a slogan, "For Goodness Sake Eat" or "use..... Product."

CHARLES C. GREEN ADVERTISING AGENCY, INC.

Join Minneapolis "Daily News"

John R. Ulman, formerly with the advertising departments of the Omaha, Neb., *Daily News* and *World-Herald*, has joined the Minneapolis, Minn., *Daily News* advertising staff.

H. E. Stoval, who has been with the Omaha *Daily News* and *Bee*, has also joined the Minneapolis *Daily News* advertising staff.

J. C. Wilberding Joins Gravure Service

J. C. Wilberding, recently with the Wm. H. Rankin Company, of New York, as an account executive, is now vice-president of the Gravure Service Corporation of that city. Mr. Wilberding, at one time, conducted a publishers' representative organization.

H. R. Palmer Joins Hoyt's Service

Harry R. Palmer, formerly vice-president of The Arthur M. Crumrine Co., Columbus, O., advertising agency, has joined Hoyt's Service Inc., New York, as copy chief.

"The Iron Age" Promotes O. B. Bergersen

Ole B. Bergersen, assistant advertising manager of *The Iron Age*, has been made circulation manager of that publication.

Atlanta Publication Appoints Representatives

The Southern Merchant, Atlanta, Ga., has appointed Constantine & Jackson, New York, as its Eastern representatives.

Charles J. O'Malley, president of the O'Malley Advertising & Selling Company, Boston, Mass., has become associated with Joseph M. Shea in the Joseph M. Shea Tourist Company, Inc., recently formed at Boston.

Arthur F. Egger, recently with *Good Housekeeping*, New York, is now with the Neverstretch Mattress Co., Philadelphia.

When you get to the point where your name doesn't mean just *you* any more, but stands for an idea to be expressed—means something more than just a man to other men—you've got to the point where you've got to keep moving to keep up.



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

LABOR AND

More than 50,000 people draw each week salaries and commissions from the Hearst newspapers and magazines.

Any policy that affects Labor, therefore, affects the owner of the Hearst publications as immediately and as vitally as any individual employer of labor in America.

These 50,000 employes are on payrolls of the forty-two different companies that make up the Hearst Organization.

The annual turnover of these companies aggregated more than \$100,000,000!

The figures given above do not include those of the English edition of the American Weekly, which has the largest circulation of any newspaper in the world.

Here is a list of the Hearst Publications with the

Sunday		Morning
The New York American	1,092,239	The New York American
Chicago Herald and Examiner	737,722	Chicago Herald and Examiner
The Boston Sunday Advertiser	422,184	The San Francisco Examiner
The San Francisco Examiner	299,341	The Los Angeles Examiner
The Los Angeles Examiner	257,028	Boston Advertiser (Tabloid)
Seattle Post-Intelligencer	113,429	Seattle Post-Intelligencer
The Washington Times	110,574	
Atlanta Sunday American	108,035	
The Milwaukee Telegram	102,305	

The American Weekly (a part of Sunday newspapers) total circulation 3,242,857, which is not figured.

Total

3,242,857 Total

More than Three Million families read the A

NICAPITAL

any policy, therefore, which affects Capital affects the owner of the Hearst publications more vitally, perhaps, than it affects any other individual business man in the entire United States.

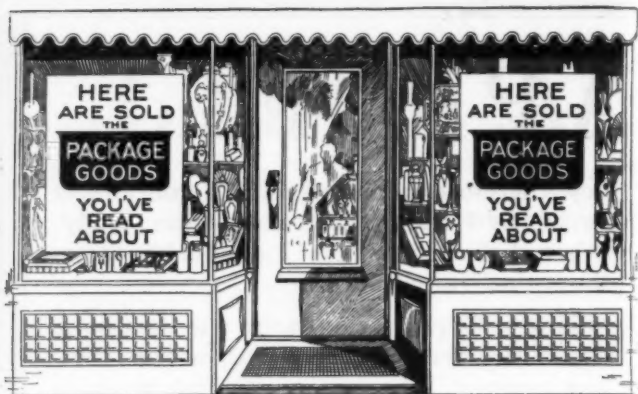
Since the Hearst Organization is, on one hand, one of the largest employers of Labor and, on the other, one of the greatest investors of Capital, there is nowhere in America any group of publications so firmly committed to that nice balance of well-judged liberality toward Labor and intelligent conservatism toward Capital that combine to the marked benefit of both in the best industrial standards of our day.

Housekeeping (recently started) nor of Nash's Magazine (London), the largest circulation in all England

B. C. or Publishers' Statements of Net Paid Circulation

Evening		Magazines	
New York Evening Journal	654,952*	Cosmopolitan	1,012,365
New York Evening American	415,056*	Good Housekeeping	764,283
Boston American	258,751	Hearst's International	307,831
Detroit Times	97,000	Harper's Bazar	102,981
Washington Times	66,070	MoToR	42,136
Wisconsin News	59,243	MoToR BoatinG	19,763
Atlanta Georgian	50,394	Orchard & Farm	46,236
<small>(a part of the Home Journal, recently started, for 5c (part of Saturday issue). New York 808,329—Chicago 469,464. Figures—not used in totals.</small>		Nash's Magazine (London)	251,067
		Good Housekeeping (London)	150,000
Total		Total	
1,601,466		2,696,662	

es the American Weekly each Sunday



Have You Seen This Window?

That is, have you seen a window trimmed with goods and advertising material in such a way as to convey this message to the consumer?

Do your goods and advertising material have this effect in a window?

Or, are you advertising heavily in periodicals to create "consumer demand," while neglecting to put a "sign" in the window to attract the customers who buy on "being reminded" and not on "demand"?

This class of consumers will recall the periodical advertising when they see a repetition of the advertising in the store window. Some strong, outstanding characteristic of the periodical advertisement should be the central note of the window trim.

We understand this tie-up principle. We work with the agency, or create the idea.

WOODWARD & TIERNAN
 PRINTING COMPANY
 LITHOGRAPHERS NEW YORK ST. LOUIS CHICAGO PRINTERS
 OMAHA
 LABELS-WRAPPERS-WINDOW DISPLAYS-STORE DISPLAYS-CALENDARS-BOOKLETS-FOLDERS.

Forces That Are Ready to Go to Work for Business

Vast Sum Diverted to Buying Channels by Enactment of Eighteenth Amendment—Advertising Is Ready to Serve

By C. C. Parlin

THERE are several factors that are operating fundamentally very much in favor of manufacturers, if they can cash in on them.

In the first place, there is the effect of national prohibition. Whatever one's sentiment may be on this, the figures in Chart No. 1 are rather interesting.

There was spent for liquor at retail in 1914 more than the entire exports of the United States for that year. More than half of all the food products that were sold in all the retail stores; more than was sold in all the department stores of the country in all the lines that they carry; more than twice the national debt as it stood before the war. And a very considerable part of that is being diverted into other lines. We believe that things for the building and equipment of the home are lines that particularly will prosper by this.

But there is another thing more fundamental than all this and the one upon which fundamentally this industry must base its hopes. The most remarkable revolution that has ever taken place in the history of the world has been the marvelous development of education in the United States in the last generation. A generation ago it was rare for a man to have been to college, and not many had been

to high school. Today, the high schools and colleges cannot accommodate the students who insist on coming there. You may travel the country over from Maine to California, and the largest building is not a factory; it is the high-school building.

Until 1890, we had less than

RETAIL LIQUOR SALES IN 1914

COMPARED WITH THOSE OF OTHER INDUSTRIES AND THE NATIONAL DEBT

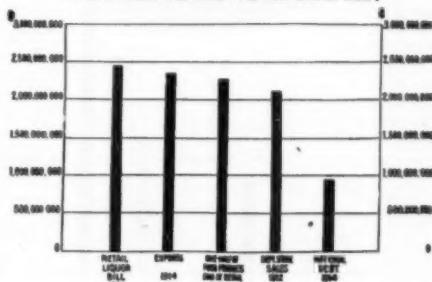


CHART NO. 1

400,000 students enrolled in the high schools. (See Chart No. 2.) Today we have more than two and a quarter million. That isn't two and a quarter million out of one hundred million people; it is out of the small fraction of one hundred million people between the ages of fourteen and eighteen with enough intelligence to get something out of the high schools. We are today drawing to the high schools a very high percentage of the students who are available for high schools.

The growth in colleges, shown in the same chart, is equally striking. The lines do not seem quite so long, but it is interesting to notice that on a percentage basis

Portion of an address before the National Piano Manufacturers Association. Portions of this address appeared in *PRINTERS' INK*, June 15, 1922, page 57, and June 22, 1922, page 80.

it is quite as spectacular, and in 1920 the most remarkable thing on the chart, to me, is that the number of students enrolled in colleges is greater than the number enrolled in the high schools in 1890.

This chart means three things. It means in the first place a vast increase in the earning power of

here and there somebody comes to the door and you can see that they have a training, an intelligence that will enable them to get a message from the printed page that they can put into buying action. But when you have sold those, you have sold America, for they are the ones that set the standards.

The kinds of pianos they buy are the kinds of pianos other people want to buy. And so in the last analysis, the problem of advertising is the problem of selling that intelligent part, and from the standpoint of a manufacturer, it is particularly interesting that the number of people who may be directly sold, who may be potential leaders in their community, is every year becoming a larger and stronger group.

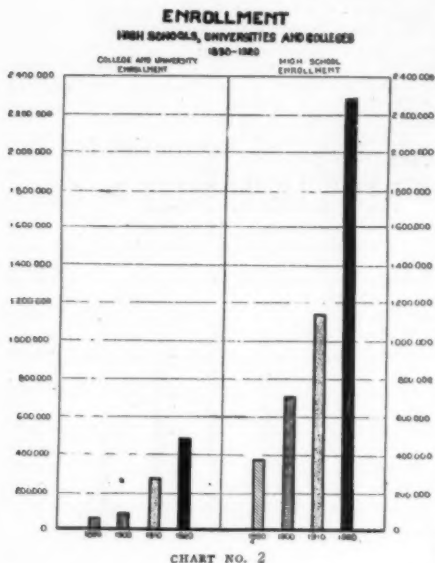
Along with this great development has come an equally striking development in advertising.

Modern advertising is really very modern. In a way it is old.

In some form or other it is as old as human history, as old as the period when

man had anything to sell. But in the sense of which we understand advertising today, it is really only a growth of the last few years. The idea of taking a market, be it large or small, and definitely selling that market, by putting a sufficient volume of advertising concentrated in a sufficient space and concentrated into a sufficiently small number of ways of expression, to sell somebody, is a modern idea.

We used to think advertising was a problem of reaching everybody. The automobile industry showed us how to advertise. The individual manufacturer didn't have to sell one hundred million people, but he had ten thousand cars and



the American people. In the second place it means a vast increase in appreciation of better things. In the third place, it means a vast increase in the number of people who are able to get an idea out of the printed page, a vast increase in the number of people to whom you may successfully make an appeal through printed advertising.

As a matter of fact, if you go out and rap at every door in the village, you will find a lot of people you can't sell on advertising. Some people don't read at all; some other people read and hardly know what they are reading, and you will never sell them through the printed page. But

THE T
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**\$60,000 is spent for
Groceries
every
day in
Richmond
(Va.)**



*Is your product being
sold in Richmond's 600 Grocery Stores?*

Any manufacturer or selling agent with a food product or one which is to be sold through grocery stores will be mighty wise to make Richmond, Va., a bright spot on his sales map.

180,000 people spend \$60,000 in 600 Grocery Stores every day in Richmond.

Ask the Dispatch Merchandising Service Department to tell you more about

the Richmond market and local conditions. Data will be gladly compiled by this Department, and when your salesmen reach Richmond, any service that a big, broad-gauged newspaper can render will be yours for the asking.

Write us about the conditions in Richmond, Va.—and for any special data you wish in any special line.

The Dispatch Papers

THE TIMES-DISPATCH

THE EVENING DISPATCH

Richmond, Va.

STORY, BROOKS & FINLEY—New York—Philadelphia—Chicago

Richmond, Va.

Use The Dispatch Papers (M&E)

he had to sell them. When he had his advertising appropriation, he put it into a unit that was going to sell some cars, he put back of it copy that was going to sell, and then—by no means of less importance—the whole organization got behind every single piece of copy and they went out to sell cars. In the early days they went out to sell cars or to fail in many instances.

Under those circumstances, they learned how and out of that has come modern advertising. The idea of making a piece of copy stand for a sales idea, about which the whole sales organization functions, strikes the keynote for the salesmen of the manufacturers, the keynote for the dealers and for everyone who is tied in by that piece of advertising copy.

If today a man means by advertising simply putting advertisements into a publication, he may be disappointed. But if by advertising a manufacturer means that that advertising is going to strike the keynote of all of his sales activity right down to the roadman, such a manufacturer can get the value out of his advertising.

(To be continued.)

An Appreciation of Bibliography Service

PRAIGG, KISER & COMPANY
CHICAGO

Editor of PRINTERS' INK:

Let me congratulate you heartily on the enterprise and co-operation you manifest through this new service of providing reprints of *PRINTERS' INK* articles carrying bibliographies. If recipients will only do their part now, and file the reprints for their own easy access, personally, this service will be of incalculable value.

PRAIGG, KISER & COMPANY,
NOBEL T. PRAIGG,
President.

B. A. Freiwald with Morris Agency

Belmont A. Freiwald, formerly with the Advertype Company of New York, has joined the Frank G. Morris Company, advertising agency of that city.

Lloyd P. Hasty, who has been on the sales and advertising staff of the Apelt-Tucker Studio, Detroit, is now engaged in the commercial art business for himself.

Southern Hardware Company Bought by St. Louis Firm

GELLER, WARD & HASNER HARDWARE CO.,
ST. LOUIS, June 12, 1922.

Editor of PRINTERS' INK:

Just had called to our attention an article entitled "When the Retailer Fights for Net Price Catalogue," written by G. A. Nichols, in your June number. On page 84 you state that the Geller, Ward & Hasner Hardware Company, up to a short time ago, was known as the Southern Hardware & Supply Company. This is an error, as we have for the last twenty years, and ever since this company was organized, been known under our present name. You probably became confused in the matter, owing to the fact that we recently purchased all the physical assets of the Southern Hardware & Supply Company, which is no longer in business. This company was wound up by a bankers' committee, from whom we purchased the above-mentioned assets. GELLER, WARD & HASNER HDWE. Co.,

H. J. HOPKINS, Sales Manager.

Mail-Order House Advertises Homes in Newspapers

Display newspaper advertising is being used in Philadelphia by Sears, Roebuck & Co., Chicago mail-order house, to advertise its building-material department through which it furnishes all material and labor necessary in the construction of suburban and city homes.

The company has Eastern building material sales offices at New York, Philadelphia, Pittsburgh and Washington. The buildings are advertised under the name of a "Honor Bilt" system of modern houses which include special features such as the "Honor Bilt" kitchen, a combination white tile sink and drain boards with white enameled cupboards and a built-in folding ironing board.

The company sells on deferred payments. If the purchaser owns a lot and possesses a small amount of cash, the company will furnish all material and advance money for the building of the home.

W. H. Hunt with Detroit "Journal"

W. H. Hunt, recently advertising manager of the Columbia Motor Company, Detroit, is now automobile editor of the *Detroit Journal*. Mr. Hunt was at one time with the advertising department of the Packard Motor Car Company.

Pottstown, Pa., Tire Company Appoints F. T. Zollinger

F. T. Zollinger, formerly with the Timken-Detroit Axle Co., has joined the Hydro-United Tire Co., Pottstown, Pa., as merchandising manager. He will be in charge of sales promotion for Hydro-Toron tires.

This advertisement ran in a leading New York newspaper
the other day

WHOLESALE MARKET.

WANTED!
\$250,000 WORTH
of Merchandise by Fox Group of Stores

The following stores are in the market for
high-grade underpriced merchandise:

✓ J. GOLDSMITH COMPANY New London, Conn.	✓ J. H. MUELLER, INC. East Orange, N. J.
✓ HALL COMPANY New London, Conn.	✓ J. S. SARGENT COMPANY Liberty, N. Y.
✓ HARRISON & PALLET Troy, N. Y.	✓ J. STARBUCK & COMPANY Savannah, Ga.
✓ HENRI & HARRIS COMPANY Troy, N. Y.	✓ STEINBACH COMPANY Savannah, Ga.
✓ J. E. & COMPANY Troy, N. Y.	✓ T. & S. COMPANY Savannah, Ga.
✓ J. F. T. & COMPANY Troy, N. Y.	✓ W. & S. COMPANY Savannah, Ga.
✓ J. & S. COMPANY Troy, N. Y.	✓ W. & S. COMPANY Savannah, Ga.

See list of opportunity for manufacturers and jobbers to
on lines will be inspected other than
shown below.

HDP

✓ Every one a subscriber
to the Dry Goods Economist.

Here are thirteen good substantial stores in as many good
substantial towns. They are the type in which the great
bulk of the retail dry goods business of America is done;

—and they are only thirteen out of the more than 10,000
department, dry goods and general stores where the Dry
Goods Economist is carefully studied every week for
merchandise information—stores in constant need of products
of every character.

A great opportunity exists for those manufacturers who
use the great force of modern advertising to convince these
merchants of the intrinsic merits and salability of *their*
products.

Dry Goods Economist
239 West 39th Street
New York City

Note—Our Agency Relations Department stands ready to cooperate with
those who want *real* "dealer influence" in this field.

Getting at the Ideas

Making More Sales by Getting Past the Buffer

Every sales executive and every salesman knows the buffer—the man who stands between the salesman and his real prospect. The problem of getting around the buffer is one of the biggest that most salesmen have to solve. Frank L. Scott knows salesmen and he knows buffers. From his experience he tells in the July issue of *Printers' Ink Monthly* how several successful salesmen have found the simple way to get in the presence of his real prospect.

How Heinz Advertises the Idea behind Plant and Product

It would not be true to say that H. J. Heinz Company uses advertising campaigns.

Its advertising is one unending campaign. But continuous advertising alone will not make possible such an outstanding business success as the Heinz company. It is the idea behind that advertising that counts—and Howard Heinz, president of the company, has interpreted the motives behind Heinz advertising to Roland Cole, who tells them to you in the July issue of *Printers' Ink Monthly*.

Advertising Successes Built with Small Space

The commercial history of the United States is full of the stories of small companies that have grown to be big organiza-

tions by the judicious use of small-space advertising. It is a subject of vital importance to everyone in any way connected with advertising. John Allen Murphy has made a study of it and the result is a significant article packed full of incidents which show how small advertisers have been and are building sales on small-space advertising.

Getting the Customers to Sell the Dealers

When the Health Builders took their proposition to dealers, the dealers threw up their hands.

"People will not buy your product at your price," they said, and refused to see that people were not being asked to buy a product, but something bigger—health. So the company started in an aggressive advertising campaign to build their business by mail. The result was that within a year over 500 dealers were forced to sell the company's product—forced to sell it by *consumer demand*.

How
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185

behind Big Sales

How Kodak Chooses Its Advertising Illustrations

Few companies have been so successful in making their advertising illustrations really sell goods as the Eastman Kodak Company, and yet the reason for this success is obvious. What it is and how Kodak plans and chooses its illustrations are told by C. B. Larrabee in an article in the July issue of *Printers' Ink Monthly* which is of vital interest to every advertiser who uses illustrations.

Windmill Selling and the Don Quixote Salesman

Don Quixote was full of enthusiasm. He was diligent and industrious. But he didn't get very far—because he saw knights in windmills, fair ladies in kitchen maids. There are salesmen who resemble Don Quixote. They are enthusiastic, diligent and industrious—but they are continually building up phantom objections that kill sales. Roy Dickinson tells about these salesmen and shows you how you can help them forget their windmills.

Making Farm Boys and Girls Better Prospects.

When a Manufacturer Decides to Go Direct to Consumer.

Inquiries—The Close-ups of Your Prospects.

Better Use of Dealer Literature.

*Every month **Printers' Ink Monthly** gives you a seat at the sales conference of successful sales and advertising executives. Significant advertising and sales plans are told, interpreted, and their application to your business pointed out. For this reason, advertising and sales executives who believe that progress is built on experience are reading the **Monthly**, which explains why advertisers are finding the **Monthly** a splendid medium for selling their products and their services. Forms for August close July 15.*

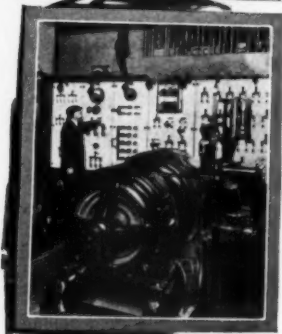
PRINTERS' INK MONTHLY

25 cents a copy

\$2.00 a year

185 Madison Avenue

New York



Who Buys in Hotels

PRODUCT	BARBER	STERN	WILLIAMS	CHILDS	PRODUCT FACTORY
Bacon	X				Thompson
Beefsteak	X	X			
Butter	X				
Cheese	X			X	
Corn, Potatoes	X	X			Thompson, New York
Eggs	X	X			New York
Flour	X	X			
Lard	X			X	
Meat	X	X		X	
Milk	X	X			Casey, New York
Oil	X	X			Casey, New York
Rice	X	X			Thompson, New York
Sugar	X	X			Casey
Tea	X	X			
Wine	X	X			
Yeast	X	X			
Beer	X	X			
Coffee	X	X			
Chocolate	X	X			
Ice	X	X			
Gas	X	X			
Electricity	X	X			
Water	X	X			
Heat	X	X			
Light	X	X			
Gasoline	X	X			
Oil	X	X			
Propane	X	X			
Coal	X	X			
Wood	X	X			
Brick	X	X			
Stone	X	X			
Plaster	X	X			
Cement	X	X			
Paint	X	X			
Paper	X	X			
Cardboard	X	X			
Glass	X	X			
Iron	X	X			
Steel	X	X			
Copper	X	X			
Aluminum	X	X			
Brass	X	X			
Gold	X	X			
Silver	X	X			
Platinum	X	X			
Mercury	X	X			
Antimony	X	X			
Lead	X	X			
Zinc	X	X			
Nickel	X	X			
Cadmium	X	X			
Vanadium	X	X			
Chromium	X	X			
Manganese	X	X			
Silicon	X	X			
Boron	X	X			
Fluorine	X	X			
Iodine	X	X			
Bromine	X	X			
Chlorine	X	X			
Sulfur	X	X			
Phosphorus	X	X			
Oxygen	X	X			
Nitrogen	X	X			
Carbon	X	X			
Hydrogen	X	X			
Helium	X	X			
Neon	X	X			
Argon	X	X			
Krypton	X	X			
Xenon	X	X			
Radium	X	X			
Polonium	X	X			
Actinium	X	X			
Thorium	X	X			
Uranium	X	X			
Plutonium	X	X			
Protactinium	X	X			
Neptunium	X	X			
Curium	X	X			
Berkelium	X	X			
Californium	X	X			
Einsteinium	X	X			
Fermium	X	X			
Mendelevium	X	X			
Nobelium	X	X			
Lanthanum	X	X			
Cerium	X	X			
Praseodymium	X	X			
Ndymium	X	X			
Europium	X	X			
Gadolinium	X	X			
Terbium	X	X			
Dysprosium	X	X			
Ytterbium	X	X			
Lutetium	X	X			
Hafnium	X	X			
Tantalum	X	X			
Tungsten	X	X			
Rhenium	X	X			
Osmium	X	X			
Iridium	X	X			
Rhodium	X	X			
Palladium	X	X			
Silver	X	X			
Copper	X	X			
Gold	X	X			
Platinum	X	X			
Palladium	X	X			
Rhodium	X	X			
Iridium	X	X			
Osmium	X	X			
Platinum	X	X			
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Gillette's Energetic Advertising Campaign for 1922

Company Is Making an Interesting Combination of Big Testimonial Advertising and Small Space

TH**E**R**E** is probably no longer any suspicion in the mind of the average citizen that "he men" do not use safety razors. Several years ago the man who went back to his college reunion would sometimes be joked by the graduates

deal to overcome the early prejudice against the safety razor. The new improved Gillette is now featuring in some interesting testimonial advertising the fact that men of force and character are satisfied users of this razor.

When Charles M. Schwab, Governor Sproul and other men in the public eye tell Mr. Gillette in advertising how much they like his new razor, the man on Main Street has a background of class that gives him pride in his own shaving appliance.

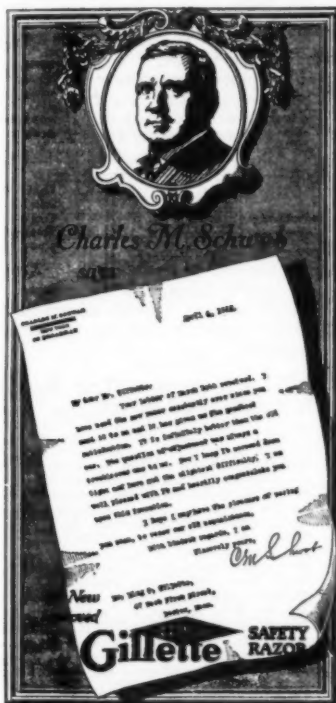
In connection with this big-space testimonial advertising run in a long list of newspapers and magazines, an unusual series of small-space advertisements is used. The whole campaign is tied up very closely to dealers in every city.

The campaign of which the testimonial series is a part was instituted throughout the country during the first week of May. In reality there are two distinct and separate campaigns now in operation.

"In 358 newspapers in 257 of the larger cities of the country," said G. D. Copeland, the company's advertising manager, "the New Improved Gillette is being advertised. The Brownie \$1.00 Gillette is being advertised in 634 newspapers in 582 small cities and towns.

"The comparison of the advertising during 1921, in which 112 newspapers were used in 68 cities, as against 992 newspapers in 839 cities in 1922, is of interest in illustrating the magnitude of the company's advertising plans.

"Taking the month of May as an illustration, the first week of the month an 800-line advertisement was inserted. Arrangements were previously made with newspapers to paste the pink 'diamonds'.



GENERAL STYLE OF TESTIMONIAL ADVERTISING
THAT IS APPEARING IN MAGAZINES
AND NEWSPAPERS

of older classes as he stood in front of a mirror using his Gillette for his morning shave. The consistent advertising of several manufacturers did a great

mentioned therein on the windows of Gillette dealers. A complete tie-up with the dealer and the newspaper advertising was thus effected.

"The second week of the month, two smaller advertisements were inserted.

"An endorsement advertisement, in large space, was used the third week of May. We received from Governor Sproul of Pennsylvania a letter of commendation for the New Improved Gillette. With Governor Sproul's permission, this letter was incorporated in our advertising.

"That Gillette dealers might receive full benefit of this advertisement, a window poster was sent to a list of 30,000 dealers. Each dealer was requested to place this poster on his store window the week the Governor Sproul advertisement was scheduled to appear. In addition, 1,250,000 envelopes and package inserts were sent to dealers throughout the country, reproducing the Gov. Sproul testimonial.

"An unusual series of advertisements was used the fourth week of the month. These small advertisements were inserted each day of the week in every newspaper on the list.

"Each month for the remainder of the year, a similar method of advertising the New Improved Gillette will be followed.

"During the first week of June, a green 'diamond' was featured. The third week, Charles M. Schwab endorsed the superiority of the New Improved Gillette. A window poster was distributed to dealers during that week.

"In 582 smaller cities and towns, as before mentioned, the Gillette Brownie \$1.00 Safety Razor is being advertised. Every week for the remainder of the year in 634 newspapers on this list a Brownie advertisement will appear.

"To tie up the dealers in these towns with the Brownie advertising, a letter was written to each newspaper publisher requesting that he endeavor to induce the dealers in his town to advertise the Gillette Brownie on the same

day the company's advertising appeared. A proof of a series of dealers' advertisements which the advertising department was prepared to furnish, without charge, was attached to the letter to the publishers. In the majority of these towns on the Brownie list, the publishers have been successful in obtaining this dealer cooperation, and progressive merchants by advertising the Brownie over their own name at the same time the company's advertising appears, are reaping the benefit of the sales.

"A list of seven magazines is being used in addition to the newspaper space.

"Another opportunity for Gillette sales is the vast farm field. This year the Gillette Brownie is being featured in advertising in a list of farm papers reaching millions of men on the farms.

"In addition to the above publication advertising, window displays and folders featuring both the New Improved Gillette and the Gillette Brownie are being sent to dealers throughout the country. Electros for a dealer's advertising in his local newspaper are also supplied."

Chicago Agencies Use Bank Windows for Display

Advertising agencies that are clients of the National City Bank of Chicago recently had the chance to show their products in the bank's windows on one of Chicago's busiest street corners. Each of the agencies showed samples of its work, and one exhibit, that of Erwin, Wasey & Company, traced the steps in the production of a magazine advertisement from the time the initial survey is made until the copy finally appears. Other companies which had displays are the Wm. H. Rankin Company, J. R. Myers Company, Will H. Howell and Associates, Byron G. Collins Company, the National Service Bureau, Inc. The exhibit, which continued for two weeks, is part of the National City Bank's plan of co-operative industrial advertising, through which it turns over its window space without charge to its industrial clients.

"Popular Science" Adds to Staff

Colin F. Boag, formerly with the New York American and the Own Your Home Exposition, New York, is now with the advertising staff of *Popular Science Monthly* in the East.

Making Easier the Work of the Advertising Man

How often have you spent hours trying to lay out a folder that would look different from those you had been using?

Every advertising man has, at one time or another, grappled with the task of getting away from the commonplace appearance so familiar in direct-mail pieces.

We would like to send you, free, a portfolio of attention getting, interest creating folds that can be made economically and quickly on the Cleveland Folding Machine.

These folds show dozens of different ideas that you can use in laying out folders. And because of their distinctiveness and uniqueness they will add to the business-getting strength of your copy and art work.

If you deal with a printer who owns a Cleveland Folding Machine, you are always sure of a well folded job, done quickly, inexpensively, and without waste of material.

Write now for the free portfolio of helpful Cleveland folds.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Incorporate Merchandising Service in New York

A new merchandising and advertising service for dry goods and apparel merchants has been organized in New York under the name of the Floeckher Service, Inc.

E. C. Riegel, president of the Gravure Development Corporation, New York, is also president of the new company; Walter Floeckher, a resident buyer for twelve years, is vice-president; and H. I. Wildenberg, who has been engaged in advertising and selling for the past fourteen years, is secretary.

The new company will buy, ship and assist in the selling of goods for its accounts.

N. R. Hoover with New York "World"

Norman R. Hoover, who recently was assistant to the president of the American Druggists Syndicate, and before that Eastern sales manager of the American Chiclé Company, has been appointed supervisor of circulation of all editions of the New York *World*.

Mr. Hoover was once assistant circulation manager of the St. Louis *Post-Dispatch*. He was with the *Post-Dispatch* for seven years. He had previously been with the Philadelphia *North American*, *Ridgway's Weekly*, and the Boston *Transcript*.

Farm Bureaus Consolidate

The Bureau of Markets and Crop Estimates and the Office of Farm Management and Farm Economics of the Department of Agriculture have consolidated in order to bring the gathering of data under one bureau. It is stated that the consolidation is in response to the demand from farmers for a closer correlation of economic data on production and marketing.

Atlanta Agency Secures Folding Ladder Account

The Peerless Folding Ladder Company, Greenville, S. C., manufacturer of Peerless folding ladders, has placed its account with the Geo. W. Ford Company, an Atlanta advertising agency.

University of Chicago Honors A. W. Sherer

Albert W. Sherer, Western advertising manager of *The Ladies Home Journal*, has been elected to membership on the board of trustees of the University of Chicago.

Abbey & Abbey Reorganize

Abbey & Abbey, New York, letterers and designers, have reorganized, and the new firm will be known as Valentino and Abbey.

Advertises Ferry for Pleasure Rides

Can a ferry boat be made to produce revenue as a pleasure boat? The Gloucester Ferry Company, which operates a line of ferries between Philadelphia and Gloucester, N. J., believes that it can and has turned to newspaper advertising to sell the idea to the public. The "sail" is seven miles on the Delaware River. One-hundred-line space is being used, the schedule given, the round-trip fare and a special note to autoists, pointing out that using the Gloucester Ferry cuts eleven miles from the trip to the shore, saves gas and wear and tear.

Springfield, Mass., Advertising Club Elects Dearden

The Publicity Club of Springfield, Mass., has elected C. Walter Dearden, advertising manager of the Strathmore Paper Company, as president for the ensuing year.

Harry C. Beaver was elected vice-president; Harry L. Bradley, treasurer; Wilfred S. Robinson, secretary; and Alvin R. Metcalfe, assistant secretary.

Newspaper Campaign for Mothtex Bags

The Mothtex Bag advertising account has been placed in the hands of Bloomingdale-Weiler Company, advertising agency of Philadelphia. Six- and ten-inch space will be used in the newspapers of Pennsylvania, New Jersey, Delaware, and Maryland.

Pillsbury Advertising Offices in Minneapolis

The Pillsbury Flour Mills Company will move its advertising office from Chicago to Minneapolis on July 1.

Frank W. Lovejoy, formerly New York manager of *The Country Gentleman*, together with Wray W. Allen, has formed the firm of Allen & Lovejoy, sales representatives and organizers of sales forces for manufacturers.

The Phonogame Company, Elizabeth, N. J., manufacturer of games which are played on the phonograph, has placed its account with Frank Kiernan & Co., New York advertising agency.

Daniel Simon, formerly with Simmonds & Simmonds, Chicago, and the American Piano Company, New York, is now with James F. Newcomb & Co., Inc., New York.

Arthur N. Stackpole, formerly with the Zain Advertising System, Boston, Mass., is now in the display advertising department of the Lowell, Mass. *Courier-Citizen*.

Has Someone Solved Your Problem?

ADVERTISING, like civilization, has advanced over trails blazed by pioneers. To record the living history of that advance has been the business of PRINTERS' INK.

In the files of PRINTERS' INK is a complete history of advertising and its related fields since the first issue of the weekly appeared in 1888. It is living history because it was written by men who knew the facts when they happened.

Just as every lawyer before taking a case to court consults his digests of cases which pertain to the point in hand, so must the advertiser, before he goes ahead on a new advertising or sales campaign, try to get beneath his fingers all the recorded facts on the work of those who have gone before.

In order to give the advertiser these data PRINTERS' INK has prepared the PRINTERS' INK COMPILATIONS—which are bibliographies of all the articles that have appeared in the PRINTERS' INK PUBLICATIONS relating to subjects and commodities. And as the demand arises PRINTERS' INK is continually preparing new lists of articles that refer definitely to some particular problem or business.

Whether you own a flour mill or sell automobiles, the files of the PRINTERS' INK PUBLICATIONS are full of articles which deal thoroughly with the problems that face you every day. These articles tell you how others have met these problems and why they succeeded.

And so whatever is your business you need not go ahead blindly or through a mist of half-known facts. PRINTERS' INK either has prepared a list of articles referring to your business or problem—or will prepare such a list at your request.

What Some Advertising Agents Think of the Compilations

THE PROCTER & COLLIER CO. Cincinnati, Ohio

We shall be very much pleased to be placed on your mailing list to receive reprints of compilations appearing in PRINTERS' INK from time to time.

PRINTERS' INK has been very helpful to us.

THE PROCTER & COLLIER CO.,
ALLEN COLLIER, President.

F. J. ROSS COMPANY, INC. New York

The special service which you have inaugurated has been most helpful to us in quickly locating articles regarding subjects in which we are interested.

The list on advertising and merchandising of flour is a most comprehensive one and is especially suited to our needs and I imagine to other agencies because it can be easily filed with other matters per-

taining to the marketing of flour. This will be true of any list of articles which you collect, as long as they are collected in relation to certain products.

Please be good enough to continue sending us these reprints of the bibliographies, addressing them to our Research Department.

F. J. ROSS COMPANY, INC.

MAC MARTIN ADVERTISING AGENCY Minneapolis, Minn.

Thank you very much for the list of bibliographies and articles in relation to the advertising and merchandising of flour.

We have not been bothering your department for some time, but we know of its great value and we appreciate this thoughtfulness on your part.

MAC MARTIN ADVERTISING AGENCY,
MAC MARTIN, President.

(Continued on next page)

LAMPORT-MAC DONALD CO.
South Bend, Ind.

Thank you very much for the enclosures showing what has been printed in **PRINTERS' INK** previous to the inauguration of the Special Service on bibliographies. Thank you, too, for the list of references on the advertising and merchandising of flour.

That you may know something of the value we are placing on this Special Service, let me call your attention to a plan of maintaining the bibliographies in loose-leaf binders that we are working out. We are going to have the same indexed and cross indexed, thereby maintaining a pretty fair index on volumes of **PRINTERS' INK**, which we have maintained for years.

LAMPORT-MACDONALD CO.,
W. K. LAMPORT, *President*.

BARTON, DURSTINE & OSBORN
New York

We can't resist writing to tell you what a corking idea this new special service of yours is. We use all the bibliographies that you issue, of course, but it is mighty fine to have them listed and on file here.

It is also fine to have reprints of articles as you have been sending them, because duplicates are very welcome.

We want you to know that we appreciate this new move on your part.

BARTON, DURSTINE & OSBORN, INC.

DUNLAP-WARD ADVERTISING COMPANY
Cleveland, Ohio

We shall be very glad to receive reprints of the bibliographies appearing in **PRINTERS' INK** from time to time.

Kindly mark them for attention of the writer.

DUNLAP-WARD ADVERTISING CO.,
J. H. BALDWIN, *President*.

WALES ADVERTISING COMPANY
New York

I would be very glad to be placed on your mailing list to receive reprints of bibliographies appearing in **PRINTERS' INK** from time to time. I would appreciate your sending them marked for my personal attention.

WALES ADVERTISING CO.,
JAMES ALBERT WALES.

SIDENER-VAN RIVER ADV. CO., INC.
Indianapolis, Ind.

These bibliography reprints are valuable stuff. Please send them to me personally.

SIDENER-VAN RIVER ADV. CO.,
MERLE SIDENER.

THE FRED M. RANDALL CO.
Detroit, Mich.

We would be pleased to have you send to the attention of the writer and at the above address, reprints of bibliographies appearing in your publication from time to time.

THE FRED M. RANDALL COMPANY,
FRED M. RANDALL,
President.

THE CONOVER-MOONEY CO.
Chicago, Ill.

We should be very glad, indeed to be placed on the mailing list to receive reprints of bibliographies appearing in **PRINTERS' INK** from time to time. Anything from **PRINTERS' INK** is always interesting and valuable.

I should like if you would have them sent directly to me.

THE CONOVER-MOONEY CO.,
ROBT. JOHNSTONE MOONEY,
President.

RICKARD & COMPANY, INC.
New York

We should be glad indeed to receive reprints of **PRINTERS' INK** articles at any time that you may issue them. These should be addressed for the attention of the writer.

RICKARD & COMPANY, INC.,
W. L. RICKARD.

THE H. K. McCANN COMPANY, LTD.
Toronto, Ont.

Thank you very much for the bibliography reprints.

If you will continue to send them addressed to me personally, they will receive the careful attention which their importance merit.

THE H. K. McCANN COMPANY, LTD.,
L. J. CUNNIFF,
Vice President.

McJUNKIN ADVERTISING CO.
Chicago, Ill.

In the future will you be kind enough to address the reprints to the writer? We are very much interested in keeping a complete file of this material and will thank you for your kindness in seeing that we receive each bibliography as it is issued.

McJUNKIN ADVERTISING COMPANY,
JOHN P. ROCHE,
Secretary.

BETTING-THOMPSON-MADDEN, INC.
St. Paul, Minn.

When sending your interesting reprints to this office, will you kindly send them for the attention of H. T. Madden?

BETTING-THOMPSON-MADDEN, INC.,
H. T. MADDEN, *President*.

N. W. AYER & SON
Philadelphia, Pa.

I shall be glad to have my name placed on the mailing list to receive reprints of bibliographies.

N. W. AYER & SON,
JARVIS A. WOOD.

THE RICHARD A. FOLEY
ADVERTISING AGENCY, INC.
Philadelphia, Pa.

We would appreciate being placed on the mailing list to receive reprints of bibliographies.

RICHARD A. FOLEY ADV. AGENCY,
CHAS. H. EYLES,
President.

H. E. LESAN ADVERTISING
AGENCY
New York

If you will address these bibliography reprints to the undersigned I will see that they receive the proper attention.

Thank you for including us in this service.

H. E. LESAN ADVERTISING AGENCY,
CHAS. LANSDOWN, *Treasurer.*

WM. H. RANKIN COMPANY
New York

I would indeed be pleased to be placed on the mailing list to receive reprints of the bibliographies which appear in PRINTERS' INK from time to time. These can be addressed to me personally.

WM. H. RANKIN COMPANY,
WILLIAM H. RANKIN,
President.

THE ERICKSON COMPANY
New York

We are quite confident that the information along the lines of the matter appearing on page 41 of your May 4 issue would be of value to the men in our agency. Therefore, if you are willing to place our name on the mailing list for such reprints, the courtesy will be very much appreciated.

We would like to again compliment PRINTERS' INK on the constructive help you are giving to so many of us in the advertising business.

THE ERICKSON COMPANY.

THE GREEN, FULTON, CUN-
NINGHAM CO.

Chicago, Ill.

We shall appreciate your placing the following name on your mailing list to receive reprints of bibliographies appearing in PRINTERS' INK.

Thank you.

THE GREEN, FULTON,
CUNNINGHAM CO.,
CARL M. GREEN.

MOSER & COTINS
Utica, N. Y.

The bibliographies appearing in PRINTERS' INK from time to time are of great value to us and we would greatly appreciate your adding our name on your list to receive them after they are published.

Kindly address them to T. E. Moser, who will see that everyone in the office interested has a chance to look them over.

MOSER & COTINS,
DAVID A. TYRION, *General Manager.*

A List of the Compilations Published in PRINTERS' INK

WHAT DO SALESMEN'S CONTESTS RATE TODAY?....	P 113	June	1, 1922
THE YIELD OF CO-OPERATIVE FRUIT ADVERTISING....	P 91	May	25, 1922
THE HUMBLE BEGINNINGS OF SOME BIG ADVERTISERS	P 69	May	25, 1922
THE INS AND OUTS OF STORE DEMONSTRATIONS.....	P 41	May	25, 1922
HOW LIFE INSURANCE IS BEING MERCHANDISED.....	P 156	May	18, 1922
HOW TO PREVENT A MAILING LIST FROM BECOMING A MORGUE.....	P 53	May	11, 1922
SOME ADVENTURES IN DROPPING PRIVATE BRANDS...	P 149	May	11, 1922
THE TREND TOWARD SIMPLIFICATION.....	P 41	May	4, 1922
DOES THE "STAFF OF LIFE" NEED ADVERTISING?.... (Results of Co-operative Food Advertising)	P 169	Apr.	6, 1922
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IDEAS ON DIRECT-MAIL ADVERTISING.....	P 148	Feb.	2, 1922
MANUFACTURER SUSPECTS DEALERS WASTE ADVERTIS- ING MATTER (Dealer Helps).....	P 25	Sept.	15, 1921
WHICH—THE FAMILY OF PRODUCTS OR THE BACHE- LOR PRODUCT?	P 68	Sept.	15, 1921
CAN SALES BE INCREASED BY ABOLISHING EXCLUSIVE AGENCIES?	P 33	Aug.	4, 1921
WHAT YOU SHOULD KNOW ABOUT CONSUMER CON- TESTS	P 33	May	12, 1921
MANAGING A SALES CONVENTION.....	P 162	Apr.	7, 1921
ADVERTISING PRACTICES IN THE ELECTRICAL INDUSTRY	P 95	Feb.	3, 1921
IS YOUR CATALOGUE PROBLEM DISCUSSED HERE?....	P 65	Jan.	27, 1921
WHEN SALESMEN AND ADVERTISING ARE NOT ON SPEAKING TERMS..... (Getting Salesmen to Co-operate with the Advertising Department)	P 145	Jan.	13, 1921

DOMINION ADVERTISERS, LTD.
Montreal, Que.

We think that PRINTERS' INK Special Service is a splendid idea and we intend to make considerable use of them. The list of articles on the various industries make our PRINTERS' INK Library a great deal more complete, so please keep us on the list and send us everything you have got.

DOMINION ADVERTISERS, LTD.,
R. O. STEVENSON,
President.

THE HOUSE OF HUBBELL
Cleveland, Ohio

I have just received the first reprints and certainly will look forward with much interest to future ones as they arrive on my desk.

Please see that they are addressed to me personally.

THE HOUSE OF HUBBELL,
FRANK HUBBELL,
President.

WM. T. MULLALLY, INC.
New York

I will appreciate it if you will place my name on the mailing list to receive reprints of bibliographies appearing in PRINTERS' INK from time to time.

WM. T. MULLALLY, INC.,
WM. T. MULLALLY,
President.

CAMPBELL, TRUMP & COMPANY
Detroit, Mich.

We would be very much interested in receiving reprints of bibliographies appearing in PRINTERS' INK from time to time. Please mark them for the attention of the writer.

CAMPBELL, TRUMP & COMPANY,
HAL G. TRUMP,
Treas. & Gen'l. Mgr.

THE LEE E. DONNELLEY CO.
Cleveland, Ohio

If you will please send reprints of bibliographies for the attention of the writer it will be appreciated.

THE LEE E. DONNELLEY COMPANY,
LEE E. DONNELLEY,
President.

ARNOLD JOERNS COMPANY
Chicago, Ill.

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ARNOLD JOERNS COMPANY,
ARNOLD JOERNS,
President.

THE FARRAR ADVERTISING CO.
Pittsburgh, Pa.

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THE FARRAR ADVERTISING CO.,
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New York

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PRINTERS' INK PUBLISHING CO.

Research Department

185 Madison Avenue

New York

Advertising Changes a Common-place Staple into an Important Specialty

How McKinney Made Hinges a Leader and Applied the Package Idea to an Old Bulk Field

By Roland Cole

THERE is a man in Buffalo who owns a large machine shop and foundry. He makes castings and engine parts for automobile manufacturers and others. He has been in business for twenty-two years. When he started, the automobile business was in its infancy—in fact, the automobile helped to put him in business, because few car manufacturers made their own engines or engine parts in the beginning but bought them outside and assembled them, or bought engines completely assembled. Later many manufacturers installed their own foundries and machine shops, and did their own casting, machining and assembling.

This Buffalo man was happy and prosperous for many years. For every car company that quit him and installed its own casting and machining departments three new manufacturers started up and bought their castings from him—for a while. There came a time, however—that time from 1910 to 1914—when the rule of three new ones for one old one reversed itself, and more manufacturers began making their own engines than there were new manufacturers starting in who wanted engine parts made for them on the outside.

Along about 1914, therefore, one might have heard this Buffalo manufacturer say that if he ever gave up his present business and went into another line, he would choose something that everybody could use, like chewing gum, soap or shoes. Every month found a car manufacturer or two quitting him and going into the business of making his own castings. For this reason he longed for a product that nobody could take away

from him and which everybody could use.

This manufacturer still has his large plant. He does a so-called jobbing business—making things for other manufacturers—supplying metal parts that go into the assembly of other things. Somehow or other he has missed the big idea that has led other men to national success. His company, which has done considerable advertising, is not identified with any particular product in the public mind.

A LEADER NAMED FOR A LONG LIST

The McKinney Manufacturing Company of Pittsburgh, had a problem somewhat like that of the Buffalo manufacturer—with the following difference: It makes a line of small hardware, such as hinges and butts, shelf brackets, window and screen fixtures, door bolts, latches, barn door hangers and track, cabinet hardware and the like. It sells these goods to hardware jobbers who in turn sell them to retail hardware stores. McKinney products are therefore scattered about the country in the stocks of wholesale and retail dealers. From there in course of time they find their way into houses and buildings, and doors, windows, shelves and cupboards are equipped with McKinney hardware. But the man who lives in the house or building does not know it, or if he does, cares little.

The McKinney problem, and this is the thing that interests every manufacturer, is how to make people care. Aha, smiles the reader who has been waiting for the plot to reveal itself, advertising! Not exactly, however, for the Buffalo manufacturer has spent many thousands of dollars in

business and national mediums and has a name the reader would recognize at once. The president of that company touched the secret of the matter when he expressed a longing for a product that everybody could use though he lacked the wisdom to find such a product in his own plant. What he missed with his great big organization and equipment, the McKinney company, then a smaller and now a larger concern, found.

Through wise selection of a leader, finding out how it could be made a matter of interest to everybody ("activity in every building swings on hinges"), advertising, better quality in the product and the right kind of selling effort, have done a creditable job of business building for the McKinney company.

This story has interest for people like the Buffalo manufacturer previously referred to. It should also interest any manufacturer who has a large line which the general public knows little about and who would not be unwilling to have people ask for one or two numbers of it by name.

W. S. and J. P. McKinney were brothers who started in business in Cincinnati, Ohio, in 1865. After a few years they moved to Pittsburgh and the present company name was adopted. W. C. Farr became associated with the company in 1885 and is now president. J. W. Farr is in charge of advertising. The founders of the busi-

ness died a few years ago and J. P. McKinney, Jr., a son of one of the founders, is secretary.

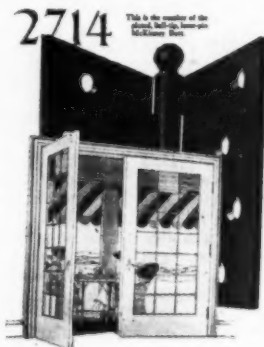
For a great many years McKinney followed the demand, added to its line and prospered. To the founders of such a business, ad-

vertising had none of its present-day significance. Establishing acceptance for a thing, in the mind of an unseen consumer before he appeared in a store, was unthinkable. Selling was a matter of main strength working in a direct line from factory to jobber, from jobber to dealer, from dealer to the consumer who came in and exposed himself.

Modern advertising—sending a thought singing through the air to make people conscious of a thing before they are asked to buy it—that did not enter into the McKinney sales plans until recent years. Gradually, with the infusion of young blood, the McKinney organization turned to advertising and has found there the big idea that has given the company its national repu-

tation as a maker of hinges.

Two points are of outstanding importance for every manufacturer who wishes to put his own trade-marked product into the consumer's hands or who wants the consumer to prefer his product to another: The one is that the manufacturer's product need not be changed from what it is at present—it may be used as made or used in something else; and



The doors to cool shadows and soft summer breezes

All through the long summer days these doors stand invitingly open, beckoning one to the fragrant refreshment of the porch.

The doors themselves, which open to this delightful place, should be in harmony. They should open and close with ease—without the slightest noise or vibration.

McKinney Hinges and Butts are so carefully designed and made that they hold these doors firmly in place, yet permit them to be opened or closed at a touch.

For more than half a century, McKinney Hinges and Butts have answered the requirements of the most exacting architects, builders and home owners. The McKinney "Suggestions for the Home Builder," is full of valuable ideas for any one who contemplates building. It will be sent free upon request.

If you are building a garage, let us send you the McKinney Garage Set Booklet, which illustrates complete sets of garage hardware, each set conveniently packed in one box. Write today for these booklets.

McKINNEY MANUFACTURING COMPANY, PITTSBURGH, PA.
Western Office, Wright Building, Chicago. Export Representatives

McKINNEY *Hinges and Butts* **and Hardware**

Garage hardware, door hinges and track, door bolts and latches, steel brackets, window and screen hardware, steel door and steel window casings.

**LITTLE BY LITTLE, ADVERTISING
HAS MADE "McKINNEY" STAND
FOR HINGES IN THE MINDS
OF THE READING PUBLIC**

If You Wonder—

why CINE-MUNDIAL lays so much emphasis on its PAID circulation, look up the A.B.C. reports on ALL the other Spanish export publications, and you will find the answer.



In the Argentine Alone—

CINE-MUNDIAL'S circulation has increased from 3,000 to 7,000 within the past three months, as the above cables testify. Paid for! And this popularity in the Argentine paralleled from Mexico to Chile, from Spain to the Philippines.

Actual, visual evidence of paid distribution; actual evidence of results accomplished for advertisers; actual merchandising facts—these are parts of "The Story of CINE-MUNDIAL," a handy booklet which we have prepared for you to read before you spend another export advertising dollar. Just ask for it.



It's Paid For!

CINE-MUNDIAL

In Tune with Latin-America

516 Fifth Avenue, New York

A.B.C. PAID CIRCULATION



It's Paid For!

New York Centralitis

(The Expensive, money-losing disease which misleads Manufacturers into Believing that a trip along the New York Central main line "covers" New York State)

May be Barring YOUR Products from this RICH MARKET

of Southern New York and Northern Pennsylvania.
Low freights and only 18 hours haul from your distributing warehouse in New York, Philadelphia or Buffalo.

A Selling Field

In population:

As large as District of Columbia.

Equal to two-thirds of Maine, Idaho and Hawaii.

Equal to Rhode Island, Nevada and New Hampshire.

Larger than Montana and New Mexico.

Three times larger than Delaware, Vermont or Arizona.

Five times larger than Nevada.

Nine times larger than Alaska.

Easy to Route—Easy to Sell—Able to Buy—And blanketed and dominated by four evening papers, credited with as intensive A B C circulation as is given any newspapers in the United States.

BINGHAMTON PRESS
CORNING LEADER

ELMIRA STAR-GAZETTE
ITHACA JOURNAL-NEWS

the other is that the money spent in advertising a leader helps to sell other members of the leader's family.

If the reader does not believe that let him ask himself: What is a hinge anyway? Unless he is a builder or an architect, why should he concern himself about a hinge? Who cares, when he buys a house, what kind of hinges it has? And where are they in a house and what do they do? Who would refuse to buy a house that he liked just because it had hinges that he did not like?

The inference seems obvious enough, yet here is where many folks like the Buffalo manufacturer already mentioned go astray. We all know positively that we can be just as happy without McKinney hinges as with them, and just because we make a line of ridiculously unimportant things like pins, snaps, collar buttons, rivets, piston rings, trick tops for cans or hinges that nobody knows are there, we are ashamed to insist that they are necessary. A pin is a silly thing to talk about, or to advertise. So is a hinge, for that matter. Every product is silly and useless until somebody wants it.

The McKinney Manufacturing Company was known to the hardware trade through its advertising in hardware publications for years before the public in general knew anything about "McKinney Hinges." Today people actually go into stores and ask for McKinney Hinges, when they don't want hinges at all but "butts." A hinge is one thing and a butt is something else. And right there is another valuable lesson to be learned from the McKinney experience: Don't try to change popular usage. A carpenter may know the difference between a butt and a hinge but they are all "hinges" to the average person. National advertising for "McKinney Butts" would have been more accurate but hardly as understandable and it might not have been so successful.

A hinge, properly speaking, is fastened to the outside or exposed surface of the door, while a butt

(or butt-hinge, to be correct) is fastened to the "butt" or edge of the door. The hinge shown in most McKinney advertisements is a butt-hinge, for butt-hinges are the kind generally used on house doors.

For years, hinges, or butts, have been a sort of staple item with manufacturers of small hardware. When the jobber's salesman called on the hardware dealer, one of his questions was, "How are you fixed on 3½-inch butts?" This would of course mean McKinney butts if the retailer handled the McKinney line. It is a custom in the trade for the retailer to stick to one manufacturer's line, though there are sometimes exceptions to this.

THE BEGINNING OF HINGE CONSCIOUSNESS

Right here is where national advertising has exerted an influence, that must not be overlooked. Before McKinney began advertising hinges to the consumer, a man might have walked into a hardware store and have said, "I want some hinges." The dealer would sell him what he had, and he would take them and go out happy. For all the consumer knew, hinges grew in the dealer's basement. That a hinge was some manufacturer's pride and boast, was nothing to him. He did not know where they came from or who made them, or that there were different makes. The various manufacturers advertised strongly to the dealer and the dealer knew the difference between one manufacturer's line and another's, but the consumer was blissfully ignorant.

Today, however, people who do not know what a butt is will go into a hardware store and say "I want some McKinney Hinges." National advertising has made quite a considerable number of people "hinge conscious," strange as that may seem. That is, among people building houses, or contemplating such a thing, some have been brought to realize that houses have hinges, that McKinney Hinges are one kind, and that they can buy them. The national advertising has therefore done

two notable things: It has changed a staple into a specialty for the dealer and it has taught thousands of people that houses have hinges—something they never gave a thought to before.

The McKinney company lifted itself into national prominence because it chose a leader and advertised it. How this was done in the copy is another achievement quite as notable in its way as the selection of the right leader.

The national campaign for the last three years has worked persistently with the slogan, "Activity in Every Building Swings on Hinges." It would not be easy to find a phrase that brings hinges much closer to everybody. One of the first advertisements used in general mediums contained an illustration of a group of large office buildings with a modern skyscraper in the centre and a gigantic hinge towering behind them. This illustration has been used as a sort of trade-mark in McKinney literature. One of its most effective uses is on a store card for dealers, which bears no other copy but the slogan-phrase already quoted and the name, "McKinney Hinges and Butts."

Copy used so far this year seeks to bring the hinge proposition as close as possible to the home-builder and home owner. In one advertisement appears an illustration of a bungalow-cottage in course of building, the gigantic hinge in the background, and the cut of a booklet laid over one edge of the cottage. The title is, "If you are thinking of building, this book will be mighty helpful."

Should the reader be wondering how hinges could ever be made to seem important, perhaps perusal of the following copy will help make it clear.

Its aim (the booklet) is to suggest to you a number of little things which should be carefully considered in building a home—little things which sometimes are overlooked—but little things which go a long way toward making your home an easy-running, pleasurable place in which to live.

It is a book which will prevent a lot of regrets after your home has been lived in a while. It will eliminate such expressions as "Well, if we had

to do it over again we would do thus and so!"

Ask us to send you this book. A postcard will bring it by return mail.

The book will also give you considerable valuable information about proper hardware for your home—particularly information about hinges.

It will explain to you the importance of hinges. Why they should be selected carefully; why a few moments' thought about hinges before your home is built will enable you to forget all about hinges during all the years you occupy the house.

And it will tell you why McKinney Hinges and Butts for more than a half century have answered the exacting requirements of architects, builders and home-owners, why they have always given such long years of service, why they have always served easily, smoothly and noiselessly.

The title of the booklet is "Suggestions for the Home Builder." It makes good on its title and gives the reader a lot of information not all of it confined to the matter of hinges; such as, "It is always best to have doors open into the rooms in which they are placed—kitchen doors into the kitchen, bedroom doors into the bedrooms, and not into the hallways."

The booklet is issued in two sizes, one 4½ by 6 inches, of 36 pages, for selective distribution, and the other envelope size of 18 pages for general dealer distribution.

Another national advertisement shows a porch scene, looked at from within the house through double doors—the porch scene sketched lightly in outline, with the large hinge in dark half-tone in the background, making a very striking effect. This is entitled, "The doors to cool shadows and soft summer breezes." The copy goes on to tell how conducive to enjoyment it is to have doors that "open and close with ease—without the slightest noise or vibration."

It has not been possible within the space of the present article to describe the growth of the McKinney campaign in detail—how it started in business papers, the use of direct-mail matter and the development of store helps for the dealer, sample boards for hardware contractors and special work with architects and builders.

One phase of the dealer cam-

Detroit, Mich.		THE BURROUGHS CLEARING HOUSE		Monthly
				Rate Card No. 1 Issued April 1, 1922 Effective April 1, 1922
1—GENERAL ADVERTISING		(a) Preferred Positions		
(a) Per Aisle Line	5.35	2nd Cover (3 Columns)		\$400.00
(b) Time Discount	None	3rd Cover (3 Columns)		400.00
(c)		4th Cover (3 Columns)		400.00
One Page	\$200.00	4 center pages in 3 columns, per page		250.00
Two-half Page	175.00			
One-half Page (two columns only)	127.50			
One-third Page	85.00			
		All other inside advertising in black and white only.		
		Minimum size of advertisement—two columns, one inch; two columns, 2 7/16 inches; three columns, full page.		
		Contract date, 10 days from date of invoice.		

Detroit, Mich.		BUSINESS		Monthly
				Rate Card No. 2 Issued April 1, 1922 Effective April 1, 1922
1—GENERAL ADVERTISING		(a) Preferred Positions		
(a) Per Aisle Line	\$1.00	2nd Cover (3 Columns)		\$750.00
(b) Time Discount	None	3rd Cover (3 Columns)		750.00
(c)		4th Cover (3 Columns)		800.00
One Page	\$400.00	4 center pages in 3 columns, per page		600.00
Two-half Page	375.00			
One-half Page (two columns only)	277.50			
One-third Page	185.00			
One-fourth Page	62.50			
Less than one-fourth page at single line rate. Any insertion of a unit over and above any standard size given will be billed at the agency rate for that fraction.		All other inside advertising in black and white only.		
		(a) Minimum size of advertisement—two columns, one inch; two columns, 2 7/16 inches; three columns, full page.		
2—CLASSIFICATIONS (No special classifications)				
3—READING NOTICES (Not reported)				
4—COMMISSIONS AND CASH DISCOUNTS				
(a) Agency commission 15%		(b) Cash discount 5%		(c) Cash discount date, 10 days from date of invoice.

You should have these in your files — They are rate cards you need in making up campaigns addressed to executives in these important groups:

1. Manufacturers—(use BUSINESS)
2. Wholesalers—(use BUSINESS)
3. Retailers—(use BUSINESS)
4. General Lines—(use BUSINESS)
5. Bankers—(use CLEARING HOUSE)

BUSINESS is paying its advertisers well because of its 160,000 hand-picked circulation among business executives and because of its strong reader-following in that field. Unique editorial appeal, controlled circulation, low rate—make **BUSINESS** an unusual buy for advertisers interested in this market.

The **Burroughs Clearing House**, with 52,000 circulation covering every bank in the United States and Canada, offers an unique combination of market, prestige and advertising rate. Moreover, the **Burroughs Clearing House** does not go merely to the *banks*. It goes direct to *bank executives*.

Write for these rate cards to-day.

The Burroughs Publications

Published by the Burroughs Adding Machine Company, Detroit, Michigan

ROBERT SMITH COMPANY

An organization built on the premise that whatever the plan of Advertising and Merchandising may be, Direct-Mail Advertising is a most important link in some form or other.

IT IS CONCEDED today in nearly every quarter that the most successful use of Trade Papers, Publications of National Circulation, Newspapers, etc., is accompanied by the employment of Direct-Mail Advertising.

This organization works with Manufacturers direct, planning or assisting to make plans for more effective selling, or we work with the Advertising Agency in the preparation of Direct-Mail Advertising campaigns to make the broad National Advertising more effective.

This is more fully explained in a brochure we have recently published called "What the War of 1812 has to do with Business of 1922."

We think you will be interested in reading it. Just say to your stenographer "write the Robert Smith Company" for your copy of this limited edition.

ROBERT SMITH COMPANY

INTELLIGENTLY PREPARED DIRECT MAIL PLANS
AND ADVERTISING

Sales, Service and Production at Lansing, Michigan
Detroit Office: 1858 Penobscot Building

We also render service to, and prepare new advertisers for the
ultimate agency connection

paign this year is entitled to special mention—how the company is using advertising to introduce the jobbers' salesmen to the hardware dealer. A description of this feature bears indirectly on the general campaign, because each piece of copy in national mediums makes a reference to "McKinney Garage Door Sets." For example:

"If you are building a garage, let us send you the McKinney Garage Set Booklet, which illustrates complete sets of garage hardware, each set conveniently packed in one box. Write today for these books."

The McKinney Garage Set is therefore tied to the leader, hinges, and towed into the specialty class.

The campaign in hardware magazines this year is devoted to featuring the garage door sets as a specialty and showing the dealer how he can make quick sales by handling the McKinney sets. The basis of the scheme is a book containing illustrations of every kind of garage door, with complete specifications of how to hang them and a list of the hardware needed for each. The dealer ties this book to his counter. The customer comes in, prompted by national advertising, and wants to know what sort of fixtures he ought to buy for a garage door. The dealer shows him the book. Thumbing over the illustrations, the customer says, "There's the door I want!"

It is on pages 8 and 9—a two-door sliding-folding set. The whole thing is fully illustrated, exterior and interior views, an elevation and a plan. It is set No. 9017, price \$7.50, all put up in a box. "Shall I deliver it, or want to take it with you?" asks the dealer.

Jobbers' salesmen in the hardware field handle a pretty extensive line of goods comprising the lines of a great many manufacturers. It is a problem for a particular manufacturer to get the jobbers' salesmen to put any particular effort on one item. To bring its garage sets to the special attention of jobbers' sales-

men this year, the McKinney company is advertising in a publication read by such salesmen. And here is the way it is doing it:

One piece of copy shows the picture of a hardware dealer talking to a customer. The customer is looking through the McKinney Garage Set book. Says the caption of the advertisement, "Let's forget you are a hardware salesman just for a minute."

The copy—which follows in full—is worth reading word for word because it makes clear the relation between the dealer effort and the national effort and shows the soundness of the advertising policy suggested in the introduction to this article—turning a staple into a specialty by selecting a leader, and using the prestige of the leader to lift other members of the family into the specialty class. The copy of the advertisement referred to reads:

Suppose you are just plain Jim Smith or Sam Jones and that you have just mortgaged the house to buy a car. You decide to build a garage on your lot.

Naturally, you think about a door for that garage. You picture a real door—one that opens easily and one that closes easily and always stays closed.

You go down to your hardware man and tell him the carpenter sent you after hardware for the door. You have about as much of an idea concerning what you want as you have about the composition of the moon.

Then suppose the hardware man shows you a McKinney Garage Door Booklet—all full of interesting pictures and plans of various kinds of garage doors—and tells you that he can give you the hardware for any one of these doors all packed in a box, complete with hangers and tracks and hinges down to the last screw!

The money would jump right out of your pocket, wouldn't it?

And the best part would be when you got that box of McKinney hardware home, spread it out on the garage floor and have that carpenter of yours tell you that "you sure did buy good hardware, Mr. Smith. It'll be a real pleasure to work with it!"

Then suppose you were the hardware man. Think of the easy sale he made. Think of the time he saved. Think of the good-will he built up for himself with Jim Smith.

Remember this story of the McKinney Garage Set when you call on your customers. Remember that this set will build the same kind of good-will for you in your customers' minds as it builds for the dealer in Jim Smith's mind.

Look over the McKinney pages in your catalogue. Remember that it's easier to sell McKinney because McKinney quality is being advertised widely to the trade, to the architect and builder and to the consumer.

And don't forget that back of the entire McKinney Line there is the sincere determination to make only quality goods and to sell them at prices that are right.

When the reader lets his mind revert to his own product, he may be inclined to alibi himself on the ground that the McKinney proposition is "different." He would be right—it is different; but it was not different in the beginning. If the reader thinks he could never do with his product what McKinney has done with hinges, door hangers and other house hardware, his product must be more insignificant than a hinge, a dress snap or a hook and eye.

Erasing the Lowest Curve of the Tourist Travel Chart

THE community advertising campaigns of St. Louis, San Diego and the All Year Club of Southern California were analyzed by Dwight W. Jennings in an address before the convention of the Pacific Coast Advertising Clubs Association, held in San Diego this week. In speaking of the advertising of the All Year Club, Mr. Jennings spoke in part as follows:

"The All Year Club of Southern California has thus far held for its purpose the selling of Southern California to the nation as a delightful summer playground. It is probable that within a few years, perhaps this coming year, the purpose will be enlarged to include selling Southern California as a year-round playground, as is indicated by the name, but thus far the efforts have been concentrated upon correcting a faulty impression relative to the summer climate of Southern California and selling the thought that the complete change found here means complete rest and recreation.

"Amusement, pleasure, change

are offered as the inducement to come this summer. In the main, the All Year Club is talking to an audience that has the means to travel anywhere it desires. The effort then is to offer so much here that other trips will seem less desirable by comparison.

"The climate is brought in, this way, 'Southern California summer is an experience that you, perhaps, have yet to enjoy. I have enjoyed many since I first heard of their almost unbelievable attractions. Ninety nights in June, July and August under blankets is the rule.'

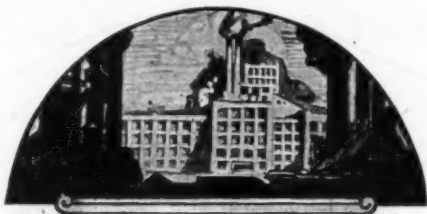
"Complete change, rest, long nights of sleep, mountains, seashore, orange groves, a rainless season, all within a radius of a few miles. That is the appeal which creates the longing for a summer in the Southwest.

"The All Year Club is an unusual movement in that it unselfishly extends its advantages to the nine southern counties of California in a direct way, and without preference. Although the bulk of the subscriptions have come from Los Angeles County, the eight other counties each receive an equal share.

"Every Pacific Coast community has the same opportunity. If all would embrace it, there would be built a magnet which would draw untold multitudes to the West.

"To date about 14,000 direct inquiries have been received from this year's advertising. To these add a great body of people, easily three times this number who have followed the easier course of consulting their local ticket agent, for that is what the advertising suggests most emphatically. The copy in the coupon rather discourages direct inquiries for it does not offer a booklet. It offers merely additional information.

"Another indication is the fact that the hotels are reporting the best May and June business they have ever done. And railroad men state that the sales of California transportation are passing all previous records—even better than would normally be expected because of the new low rates."



Distributors Informed *but* Dealers Ignorant

DOES that sum up conditions with you? Informed distributors are usually enthusiastic about you, your house, and its product.

❏ But don't rest content when you have knit your distributors to you by such a "community of information." Pass on the same information and enthusiasm to your dealers.



❏ It can be done, and is being done by many active business men today. You'll enjoy reading about their particular problems in the book, *Promoting Sales*.

❏ It is sent to any executive who is responsible for, or interested in, increased sales. We will gladly send copies to these men in your organization at your request.

The Corday & Gross Co.
Cleveland
Effective Direct Advertising





TO present to a reader the qualities of an article or service in such a manner that he will immediately see its successful application to his particular problem, is true advertising.

For fifteen years we have been preparing copy that has told our clients' stories in a sincere straightforward way.

It would be a pleasure to help you build public confidence in the articles you manufacture or sell.

WALTER B. SNOW AND STAFF

Advertising

60 HIGH STREET, BOSTON, MASS.



Making the Standardized Package Sell

Specific Advice for a Canadian Manufacturer

THE MONARCH KNITTING COMPANY,
LIMITED

DUNNVILLE, CANADA, June 9, 1922.

Editor of *PRINTERS' INK*:

We are mailing you under separate cover today two samples of hosiery boxes. The blue box is one used by a competitor. The check box is our own which we have under consideration. We have always felt that we should have a standard style of box for all of our products. We make a very extensive line, in fact, every nature of knitted outerwear as well as hosiery. We also do an enormous business in balled hand-knitting yarns, so we really have the three products, knitted outerwear, hosiery and balled yarns.

What we are writing for is to get an opinion from you as to whether a box like the one used by our competitor is better than the check box which we have under consideration. If convenient and possible, we would like to have you get an expression from some of your friends who are in the advertising agency business. What we really want your opinion on is which style of box you think is best for the standardization of our packing.

THE MONARCH KNITTING CO., LTD.,
G. C. BIDDLE.

THE Monarch Knitting Company's idea of standardizing its packages is excellent, especially when it is considered that the company makes three products in a number of different grades. More and more the progressive manufacturer who sells a line of products is realizing the importance of package standardization. It is the easiest and most effective method of tying together a line of products and of getting for every member of the family the good-will which has perhaps been built up individually by one or two leaders.

This point is particularly important when a company is advertising its products extensively and wishes to place the advertising emphasis on a few leaders. If the packages of the whole line are easily identifiable with the package of the advertised leader, each member of the line is getting the effect of all the advertising effort.

There is a danger, however, that every manufacturer must be

very careful to avoid. Standardization is not the pouring of flexible material into a rigid mold, the reduction of a number of individualities to a type. The result of such a line of reasoning is a series of lifeless, inflexible packages.

In "Labels—A Common Factor in the Family of Products" (*Printers' Ink Monthly*, April, 1922, page 22) the question of the standardization of label design was handled more fully, and three very successful methods of solving the problem were indicated.

In considering the Monarch package it is necessary first of all to bear in mind two marked tendencies in the hosiery field—tendencies which are by no means confined to hosiery but are extending to many lines.

The first is the desire on the part of the dealer to use the package for display purposes, either in the window or on the counter. The second is the tendency on the part of the consumer to buy hosiery by the box.

As soon as the box is pulled down from the dealer's shelf it ceases to be just a container for the goods and becomes an advertisement. It is assigned a double function, and its value as a utility for the transportation and storage of goods is submerged into something more important.

The importance of good package design is at once stressed. If the package is not good advertising the dealer is not likely to use it for display. Even if he does it will make no impression on the consumer.

When the consumer buys hosiery by the box she will carry the box into her home. Here is the chance for a manufacturer to make it do exceedingly effective work, because it will be in the home to work while the goods give satisfaction.

In this way the package really becomes more important than any

single piece of advertising copy. If the copy fails to get results it can be changed, but if the package fails it cannot be changed without a great expense and loss of goodwill.

In comparing the package of the Monarch company with that of its competitor it was found that each package had certain excellencies. The Monarch package was of a gray plaid design with the company's trade-mark, in black and dark orange, displayed on the top.

If both packages were seen only on the dealer's shelf the Monarch company would probably get better results, inasmuch as the narrow end of the Monarch package, the only part of it which would be visible, had good display value, while the end of the competitor's package was not strong enough to stand out prominently.

But if both packages were to be placed side by side on a dealer's counter the competitor's would win. The top has greater display value than the Monarch trade-mark.

Neither package, however, showed a full realization of the task that was set before it. A package is an important advertising medium and can be made to build real sales. Its design is worth the most careful consideration—and the company that does not feel that it can do this design justice in its own office should not delay in going to its advertising agent or a paper-box manufacturer, either of whom understands the principles of package design as applied to sales. Haste or superficiality in designing the package will place a heavy handicap on any company.

A list of articles that have appeared in the *PRINTERS' INK* Publications that are of value to this advertiser is given below.—[Ed. *PRINTERS' INK*.

(*Printers' Ink Monthly*)

The Package That Gets Reorders; May, 1922; page 29.

Character and Consistency to Appeal to Women; May, 1922; page 44.

Labels—A Common Factor in the Family of Products; April, 1922; page 22.

A Border with a Mission; March, 1922; page 97.

The Package Expresses the Product; March, 1922; page 37.

Dollars and Cents—and Design; February, 1922; page 24.

Miller Sells Shoes and Something Else; February, 1922; page 40.

Little Things about the Package That Plus the Sale; January, 1922; page 88.

Does the Housekeeper Read the Copy on Your Package?; December, 1921; page 90.

Copy Angles Offered by Container Improvements; December, 1921; page 36.

The Package That Shows the Use of the Product; November, 1921; page 24.

Getting the Consumer to Expand His Buying Units; August, 1921; page 39.

Package Design a Factor in Establishing a New Habit; July, 1921; page 19.

Are You Ignoring One of Your Best Sales Points?; April, 1921; page 27.

They Have Discovered America's Richest Source of Design; February, 1921; page 13.

Getting the Consumer to Select Your Package; December, 1920; page 55.

Containers That Suggest Luxury of the Product; December, 1920; page 25.

Labels That Make Goods Self-Selling; October, 1920; page 53.

The Square Carton vs. the Rectangular; October, 1920; page 100.

The Story of a Human Interest Package; June, 1920; page 13.

Color as a Factor in Selling; June, 1920; page 39.

(*PRINTERS' INK*)

Building a Perfume Business on Single Odor; April 27, 1922; page 3.

Backing Up the Package with Advertising; April 20, 1922; page 57.

Teaching Bulk Buying; April 6, 1922; page 191.

"Let 'Em See the Goods They're Going to Buy"; September 1, 1921; page 105.

The Improvement in Labels; August 11, 1921; page 164.

Container Labels That Carry Copy Designed to Sell the Consumer; April 2, 1921; page 194.

What You Can Do with Two Colors to Improve Your Packages; April 1921; page 89.

Back to First Principles in Advertising Display; March 24, 1921; page 6.

Putting the Selling Points of a Product on the Package; March 10, 1921; page 174.

When Business Gets in a Rut; February 10, 1921; page 3.

The Psychology of Consumer Preference; January 20, 1921; page 125.

The Value of the Illustrative Label; July 22, 1920; page 133.

Package Values; March 25, 1920; page 200.

Opening Up the Package to Show Goods; February 19, 1920; page 99.

Getting Dealers to Display Merchandise Packages; February 5, 1920; page 90.

Samson Feldman has opened an office in Baltimore for the preparation of work. He was formerly art director of the Deatel Advertising Service, also Baltimore.

Copy Writers Wanted

TO copy writers who can produce newspaper and magazine copy that brings business, we offer an unusual opportunity to join our organization.

We believe copy is the biggest thing in advertising, and largely because of our demonstrated ability to create new and successful copy appeals, we are today handling a larger volume of high-class mail-order advertising than any other agency. Practically every advertisement we prepare is keyed and must sell at a profit.

For that reason we require a highly specialized type of writing ability. The ordinary general publicity writer, or the typical *catalog* copy man cannot qualify with us. General advertising agency experience of itself doesn't count.

This present opportunity is limited to writers, who, whatever they may now be doing, know the fundamentals of mail-order selling. They must have creative imagination and the ability to write clear, convincing, forceful, *selling* copy. In addition to this, experience in writing mail-order copy is desirable. On these qualifications, we can build. And in the building, our organization will give to any man a lot more than the salary he draws, although the salary will be adequate and the future is in the man's own hands.

If you believe you can produce our kind of copy successfully, write us in confidence your reasons for thinking so. Kindly cover your experience, age and salary requirements. Please do not call in person. If you can't sell us an interview *by letter*, you're not the man.

Ruthrauff & Ryan inc. Advertising
404 Fourth Avenue
New York

For effective letters
at moderate cost

DANISH BOND

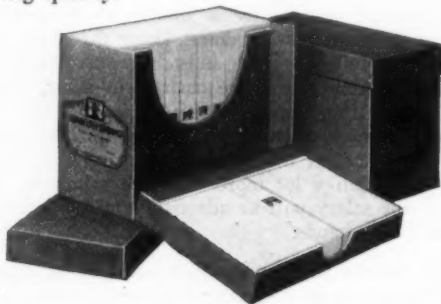
ONE OF THE LINES OF PAPERS WATER-MARKED DANISH

DANISH BOND has the snap and crackle, the character, that helps correspondence hit the mark.

This distinctly high-grade paper is made from carefully selected rag stock. Pure artesian water, the most improved appliances, conscientious skill and rigidly adhered-to standards contribute to produce results of unflinching excellence.

The result is a paper adapted to particular executive, professional and personal requirements.

Danish Bond is sold in white and ten colors—water-marked with the symbol of unflinching quality.



DANISH BOND EXECUTIVE CABINET

Dust-proof and distinctive. Holds 250 sheets of Danish Bond with envelopes to match. Your printer will supply you—or a post card to us will bring full particulars, samples, prices, etc.

DANISH LINEN
DANISH LEDGER



DANISH KASHMIR COVER
DANISH INDEX BRISTOL

Made in the hills of Berkshire County by the
B. D. RISING PAPER CO., Housatonic, Mass.

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Getting the Right Tone for the Collection Letter

It Is Possible to Write a Result-Getting Collection Letter That Doesn't Threaten a Lawsuit

By R. B. Newton

THE salesman had eaten a good dinner. He sat in the easiest chair in my home, and puffed appreciatingly a cigar given me by a trusted friend. He smiled a slightly cynical smile as he smoked. Asked the reason, he replied, "I was just thinking with what exquisite pleasure I could set off a well-loaded dynamite bomb under our credit department."

Prodded for his reasons, he elaborated. "The most discouraging thing I have to contend with is this: I work on a man and finally land his order. I do not take the order blindly. I satisfy myself that he is a reasonably safe credit risk. The order is sent in. My merchant is 'investigated' by our mummified credit department. If the report comes back 'fair' or below, the order I have worked for is simply cancelled. My customer is never told why the goods are not shipped. He is not even asked for cash in advance. He is simply ignored."

"And what is the result? You can imagine the reception I get when I call around next time all primed for a repeat order. But that is not all. In nearly every town now there is a retailers' association of some sort. You cannot blame the man for getting up in meeting and panning the house that hands him such treatment. And his complaint doesn't make my work with the other merchants in the town any easier."

That is the salesman's side, and one does not find it difficult to sympathize with him. Happily such short-sighted credit departments are not numerous. Perhaps even this credit manager, if he could be heard, would have a logical explanation. Offhand, however, and accepting the salesman's story at its face value, there seems

little excuse for such rank discourtesy.

A peculiar situation, this sales-credit affair—at least so to one on the side lines, who sees a little of both. The salesman damns the stupidity of the credit department, and vows it is conspiring to wreck his hard-won business. Meanwhile the credit manager is saying unkind things concerning the salesman and his utter lack of judgment.

From the standpoint of letters, the work of the credit department is certainly as difficult, if not more difficult, than that of any other department. The credit manager has such a thankless job.

If a sales letter is a fluke, it goes into the waste-paper basket of the man who receives it. It is a dead loss, but it is immediately forgotten by the recipient. A good sales letter the next week may get that same man's order.

On the other hand, if the credit manager pulls a bone it is a bone indeed, for his correspondence is directed at man's most vulnerable spot, his pocketbook; at his greatest source of pride, and, perhaps, weakness—his credit. It makes walking on eggs seem easy.

GOOD-WILL MUST BE PRESERVED

It takes a lot of appreciation and knowledge of human nature to write collection letters that collect, and yet hold the good-will of the customer. It takes a little salesmanship, too. A growing appreciation of this is responsible for the fact that those little slips, "send No. 6" clipped on the ledger card have become passé. The long string of set forms once so generally in vogue has given way to the personalized letter with a sales slant. The following—from an unknown source—though dating

back to war days is a pretty good illustration of this type:

Perhaps you have not realized that several items on the enclosed statement have gone considerably past thirty days. They total \$183.29, as we have shown.

Oversights like this creep in on all of us, but now that your attention has been called to the matter you will no doubt let us have your check for this amount at once.

And we trust you will keep us in mind with future orders, too. How are you fixed for canned soups? If the Government mobilizes the tin-can industry, as is not unlikely, canned soups will be at a premium. In sending your check you would do well to put in a reservation for as many cases of soups as you can use in the next few months.

There is another type of letter considerably used, but, to the layman, of questionable worth. One paragraph generally reads something like this:

We've got \$50,000 in pressing bills to meet this month. They must be paid. Your unpaid account of \$15 isn't large, but it is one of 10,000 which total well over our required \$50,000. We know we can count on you.

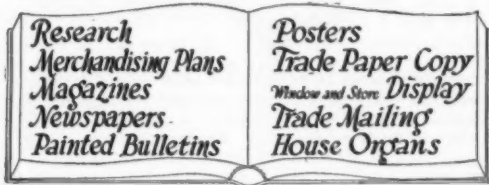
Darned if that doesn't sound like an apology to start off with, and if there is one thing that doesn't need an apology it is asking a man to pay for something he has bought, and, in turn, sold or used to profit. It certainly can't add either to the good opinion the debtor may have of the stability of the house which sends out that sort of a letter. Lastly it's sob stuff, upon which folks generally are pretty well fed up.

The whole matter of collection letters resolves itself into pretty much the same basis as any other kind of letters—that of putting oneself in the other man's place. All of us are debtors sometime or other. We have to be reminded occasionally of the balance due on a set of books, on the last load of coal, for that bill of stuff the wife slipped over on us and charged last month. We don't like to be classed as criminals if we have to pay 'em in turn. We don't relish any reference to attaching our wages.



W.S. HILL Company

Complete ADVERTISING Service



8 West 40th St
NEW YORK

Vandergrift Bldg
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Meet Buddy in the Barrel, Gentlemen!



An advertiser says, "He is the one big successful new selling thought in advertising that has been created in the last few years."

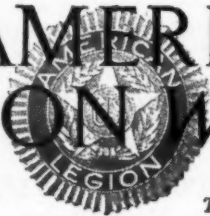
This Stave Hero is our best advertising salesman.

In the past year he has helped close contracts amounting to several hundred thousand dollars.

To doubting advertisers he has proved reader interest and reader support.

And he has sold an audience of more than three-quarters of a million reader-owners of *The AMERICAN LEGION Weekly* on what advertising is, what it means and what it does.

The AMERICAN LEGION Weekly



Official Publication of

The American Legion

And of The American Legion Auxiliary
627 WEST 43RD ST., NEW YORK

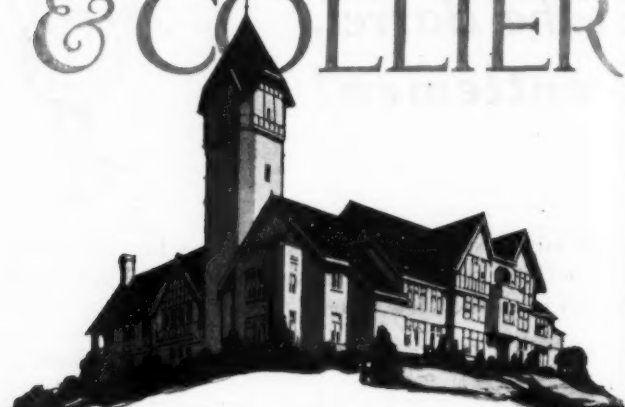
H. D. CUSHING

General Manager and Advertising Director

GORDON HOOE,
Western Advertising Manager

H. R. DENTON,
Western Advertising Manager
203 Conway Bldg., Chicago

PROCTER & COLLIER



*The new Procter & Collier building.
Erected by and occupied exclusively by The Procter & Collier Co.*

ADVERTISERS who have been accustomed to advertising agency service that concerns itself only with advertising, find the Procter & Collier System of Service a revelation and the Procter & Collier Record of Achievement convincing proof of Procter & Collier efficiency.

As one Procter & Collier client expressed it when replying to a manufacturer who was seeking a new advertising agency connection after spending hundreds of thousands of dollars on superficial service, "In the light of our experience we cannot recommend them too highly and we believe that you will be completely satisfied with the service they render. It is different from that of almost any advertising agency we have heard of."

THE PROCTER & COLLIER CO.

Advertising • Merchandising • Printing
CINCINNATI

A present day example of what the advertising agency of the future will be

Why, then, if we have reasonable belief in a man, should we not take time to size up his individual situation and write him a letter that will stimulate him to action by means other than fear of a lawsuit? It is well, too, to remember what it costs in time, effort, and money to get him for a customer.

The last year has probably been as difficult a year as most of us have known, particularly from the standpoint of collections. No class of business was hit harder than that of automobile accessories. The following letter is accordingly of interest. It was used with no little success by a distributor of automobile accessories in the East:

You have read collection letters where a fellow tries to kid himself and you, too, about "oversight" and so on; well, we want to be different.

If we deal with just the truthful facts our conclusion is that the reason you have not paid us is because you haven't had enough money to go all the way round.

Sometimes the fellow who makes the biggest howl is the one who gets his money first, but this plan would not work with us and we are placing you in the position we would take, taking it for granted that you feel as we do.

Instead of worrying you with repeated "duns" we just want to appeal to your sense of fairness. If you owe other bills that are older than ours, then we guess it is up to us to await our turn; but if not, don't you think it would be only fair to let us have our money next?

Let us have a few lines from you today, will you, so that we may know how to figure on collections? If you just can't send us a check in the mail tonight, give us an idea when you think you can send it. We certainly will appreciate this little courtesy. It won't take much of your time and it will help us a whole lot.

With continued good wishes, we are—

Probably everyone who reads this letter would accept the plain statement that it was received in good spirit. We are asked to take someone's word for the success of things pretty often, though, so, by way of a chance, we quote below two or three replies:

Your novel and interesting letter of recent date has had our attention. This evidently crossed our remittance of \$6.40 that we had sent you a few days ago.

We consider your letter quite a humorous one and have just come

across a clipping of a letter that a Philadelphia firm had received in answer to a request of a customer that "he remit."

DEAR SIR: I received your letter about what I owes you.

Now be pashent. I ain't forgot you, and as soon as folks pay me I'll pay you, but if this was judgment day and you were no more prepared to meet your creator than I am to meet your account, then you sho' is gon' to hel. Good-by.

We have wondered if you have received any similar replies to your letter. We think it equally as novel as your letter. Incidentally, is your letter or any part of it copyrighted?

Your letter of March 22 is just about the nicest letter of its kind that we have ever received. Not that we consider ourselves past masters in the gentle art of judging collection letters, but we confess that in these stringent times, we have not always been conveniently able to meet the "net 30" terms.

However, it so happens that the real reason why you have not received a check at this time is because of the fact that the installation of your system on three of our cars, for which we purchased it, is not complete.

Some of the equipment was not of the right size. We notified your company two or three times about this, but you have been so busy that you have not been able to give it quite as much attention as we would like, although Mr. Major called at this office one day, unfortunately at the time when the trucks were not in our warehouse or garage. He left saying that he would call again, but has not done so as yet.

Within a very short time after this equipment is completed, we will be only too happy to mail you a check.

Contentions advanced in your letter of March 24 would indicate that our minds run in the same channel.

A remittance to cover your account against our Philadelphia office has gone forward under separate cover.

Interesting and helpful morals can be drawn from these replies. "Roll your own."

California Trust Company Appointment

Ralph P. Anderson has become advertising manager of the Anglo-California Trust Company, San Francisco. He was until recently in charge of advertising with Stephens & Company, San Francisco investment house, and previously was manager of advertising and new business, and assistant to the president, of the Sacramento-San Joaquin Bank, of Sacramento, Cal.

Making the Summer More Prosperous for Farmers

FARMING PUBLISHING COMPANY
PUBLISHER OF "FARMING"

KNOXVILLE, TENN.

Editor of PRINTERS' INK:

Thousands of farmers in this territory are planning to make a change from the old one-crop system to diversified farming, livestock and poultry raising, and dairying.

"Laying-by" time—the period between the last cultivation of crops and the fodder-pulling and cotton-picking season, when, as a rule, the farmer loaf, laziness strikes in and brings forth a certain harvest of failures, regrets and disappointments—will be with us in the next sixty days. With proper encouragement the farmer could be induced to make this a busy season. It is a good time to build barns and silos, to prepare land for winter legumes, hay fields and permanent pastures—to make preparations necessary to a successful change to diversification and stock raising which he has in mind. During this period he will have more time to read and plan, as well as work.

Banks, as a rule, are willing to give the intelligent, enterprising farmer such financial assistance as he may need to get out of the one-crop rut. Farm publications, county agents, and agricul-

tural experiment stations are urging him to make the change. It seems to me that manufacturers of machinery and implements, seeds, etc., which he may require could connect up with this work in a way to get results.

The farmer who started in on the new plan this year has planted a silage crop. He will need a silo, ensilage cutter and power to operate it—an engine or tractor. Some effective tractor talk might be brought in here. The tractor can be used for belt work, and the farmer is thinking about deeper fall plowing and the saving of labor and feed.

Home demonstration agents have convinced Mrs. Farmer that the farm equipment should not stop with the installation of machinery required about the barns and in the fields. She wants a water system and lighting and heating plant for the farm home. Get the farmer started with his barn-equipment work, and the old lady will soon have him headed toward the house.

W. M. GOODMAN,
Editor and Manager.

J. Stuart Hamilton, formerly advertising manager of *The Independent*, has been made advertising manager of *The Trans-Pacific Magazine* and *The Japan Advertiser*. His headquarters are in New York.

DESIGNED AND PRINTED BY
THE CURRIER PRESS : NEW YORK

YOU WILL FIND THIS IMPRINT
on a number of important booklets, notably the
General Motors book recently made for Dominick &
Dominick. ¶ If you want your catalogue, or folder,
or magazine, or privately printed book, done in
unusually attractive and readable form, we should be
glad to hear from you. ¶ We have our own plant.

Currier

EVERETT CURRIER LIMITED

DESIGNERS : TYPOGRAPHERS : PRINTERS

27 EAST 31st STREET, NEW YORK

Send thirty cents for our large Broadside of Types

Successful Exporters

use the AMERICAN EXPORTER to carry their messages to the buyer abroad.

Here are some of the representative companies that placed advertising contracts last month for continuous space in the world's largest export journal—

American Vulcanized Fibre Co.

Wilmington, Del.

E. C. Atkins & Co.

Indianapolis, Ind.

Bethlehem Fabricators, Inc.

Bethlehem, Pa.

Cooper Corporation

Cincinnati, Ohio

Crescent Tool Co.

Jamestown, N. Y.

Diamond State Fibre Co.

Bridgeport, Pa.

Gandy Belting Co.

Baltimore, Md.

H. K. H. Silk Co.

New York

Icy-Hot Bottle Co.

Cincinnati, Ohio

McCray Refrigerator Co.

Kendallville, Ind.

A. H. Rice Co.

Pittsfield, Mass.

Bernard Rice's Sons

New York

Safe Cabinet Co.

Marietta, Ohio

Sonora Phonograph Co., Inc.

New York

Trimont Mfg. Co.

Roxbury, Mass.

Western Auto Supply Co.

Los Angeles, Cal.

Williams Patent Crusher & Pulverizer Co.

St. Louis, Mo.

P. B. Yates Machine Co.

Beloit, Wis.

It would pay you, too, to advertise in the

AMERICAN EXPORTER

The World's Largest Export Journal—Now in Its Forty-Fifth Year
370 SEVENTH AVENUE NEW YORK



"Giant Ads" fill an advertising need for which nothing else will do.

They are the most effective and compelling tie-in between your newspaper and magazine ads and the *point of sale* that has ever been devised.

They meet with the instant cooperation of your dealers. They put your dealers' windows actively into your selling campaign.

"Giant Ads"

as we produce them are a faithful reproduction of your current publicity, in black and white or full color strikingly enlarged to any size up to 38 by 50. Our facilities enable us, on short notice, to prepare and mail these out so that they reach the dealer exactly when your general publicity appears. Send for samples of "Giant Ads" and our rate card.

We also reproduce and print copies of Testimonial Letters, Booklets, Charts, Maps, Diagrams, Office and Factory Forms, Data and Code Books, Price Lists, Catalogs, Line Drawings, Photographs, Wash Drawings, Legal Exhibits—in facsimile size, reductions or enlargements—long or short runs. Quick, punctual service. Moderate prices. Our booklet, explaining the many things we do, may contain suggestions for printing economies and the use of sales, advertising or promotion literature that will be of value to you. It is free. Send for it.

We are specially equipped to handle broadsides or other large sheets to your advantage.

NATIONAL PROCESS COMPANY, Inc.

117 East 24th Street

New York City

Pittsburgh Office: 703 Century Bldg.; Phone Smithfield 1482

Big Steel Company Uses Advertising to Speed Legislation

The Jones & Laughlin Steel Company Runs Copy in Behalf of Ohio River Waterway

ADVERTISEMENTS in behalf of certain legislation have often been run by individuals and societies. Laws that are now on the books have been enacted as a result of paid advertising campaigns in their behalf that were directed either at legislators themselves or at their constituents.

An unusual series of advertisements of this sort, designed both to sell a new sort of service and to influence Congress to make that service possible, is being run by the Jones & Laughlin Steel Company, of Pittsburgh. In pages and double pages addressed to various manufacturers, this company has been telling its present and prospective customers of a transportation service, now experimental, but possible in the future. In the same copy it has urged its customers and prospective customers to make this service possible by urging the legislation that would bring it about on their representatives in Congress.

Steel purchasers were informed that the company is now operating a water transport service on a monthly basis for the benefit of its customers in the territory comprised within the Mississippi Basin. An advertisement this month told how a tow of steel barges carrying about seventy-five carloads of steel products departed from Pittsburgh in May and arrived at Memphis in eight days. These products, destined for Western and Southwestern inland points, were transferred at Memphis to the railroads for final delivery—"at noteworthy savings in transportation costs to the purchasers and to the ultimate consumers as well."

All of this was to illustrate the real purpose of the advertising, which is to help influence Congress to complete the slack-water system of the Ohio River. There

are no dams or locks in the lower Ohio, and during periods of low water regular barge service is precluded. In 1910, according to Jones & Laughlin, Congress promised to finish the work of canalizing the Ohio within twelve years. This has not been done, and the purpose of the steel company in its advertising is to show steel purchasers of the South and Southwest that it is to their interest to urge Congress to finish its job.

"Consideration of the project is being urged at this time upon our national representatives," says the advertiser, "in order that they may be prepared to take up in the next Congress the long-delayed programme of 1910 and insure its going through to completion without further interruptions for any cause."

In the use of paid advertising in place of the old-fashioned method of lobbying, Jones & Laughlin have offered some interesting suggestions to other manufacturers and associations who have a definite reason of public concern for desiring certain action by the law-makers of their State or nation. The pages of the business press are open for this type of copy, which will appeal both to the company's buyers and prospective buyers and urge them to use their influence with their representative in Congress to make the service which they want possible.

Link-Belt with Logan Agency

The Link-Belt Company, Chicago, manufacturer of silent chain drives for power transmission and elevating and conveying machinery, has retained Thomas F. Logan, Inc., New York, as advertising counsel.

Ray M. Depew, in charge of research work for The Standard Farm Papers, Inc., Chicago, has resigned, effective July 1.

Smashing Tradition in "Seasonal Advertising"

The Belief That There Are Certain Periods When Campaigns Should Not Be Run Is Overruled by the Striking Exceptions That Have Won Success

By A. L. Townsend

A CERTAIN new product of the home-cure medicine variety was backed by unlimited resources, which meant unusually aggressive advertising plans and possibilities. It was an article facing inevitable competition, some of which had been vigorous for many years.

The directing head, a stubborn and experienced man, was for going into one of the largest cities in the country and launching the campaign at the earliest possible moment. The final pieces of copy would be ready in two weeks. There was a good supply of the product at the factory and facilities for continued and steady production in large quantities. The season was on the brink of vacation time.

"Our advice is to wait until fall," said a spokesman for the advertising department.

"Why?" shot back the executive.

"Advertising is at low ebb," continued the advertising department man, "it is the zero hour for sales, in that metropolitan zone. People will be away. Not much stuff bought."

And still the inexorable "Why?"

The speaker went on to explain conditions in that particular city at that season of the year, as related to the product under discussion. There was certainly less need for it, during summer months, when people were feeling their best and when disease germs were not so prevalent. Its secondary household use would also be of less importance during a season of automobile trips, seashore vacations, and cottages far from the metropolis.

Why not wait until fall—why jeopardize the complete success of

such a large expenditure of money?

Patiently the executive listened to all of the arguments. Then he turned to those present and said:

"Boys, I don't know it all. I'm often wrong. But I can't agree with you on this one point. Our entire staff moves to the city five days from date. And as soon as we get there, it's my intention to 'shoot'! I am not a believer in this seasonal idea in advertising to the extent that it is sometimes advocated. I think a large majority of folks are buying all the while.

"You say it's the ebb hour in the city during the vacation period and that many potential consumers will be away. Now here is the idea I have been mulling over. Here is the way I look at it. The average city vacation is a week. Some extend two weeks. A limited few have a longer jaunt and travel farther.

POSTPONEMENT MAY INVITE DISASTER

"Now suppose we look at the other side of the ledger. I am opposed to waiting for a great many reasons. First of all, I have that 'Do It Now' bug. The advertising is hot from the griddle and we all like it and believe in it. If it hangs around the shop for several months it will begin to pall on us, grow dull and uninteresting. We'll be sick of the sight of it. We will lose some of our first belief in its ability to sell goods.

"We can't protect the idea of our product. It is entirely possible that somebody else, at this very moment, is ready to spring a competitive article. If they get into the city papers and after the

FOR MECHANICAL DRAWINGS



CRANE'S Bond Paper is used in many ways little suspected by the business man who has admired it as letter-paper.

For instance, it is used by draughtsmen for mechanical drawings. Such a paper must be thin and tough, for tracings and blueprints. The all-new-rag stock in Crane's Bond give it toughness, evenness of surface and purity of color, very acceptable to the architect or engineer.

Here again the qualities that cause Crane's paper to be a necessity to the draughtsman as it is to the engraver of stock certificates, make it highly desirable for particularly fine business stationery.

100% selected new rag stock

121 years' experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

Crane's

BUSINESS PAPERS



It's a Broadside They're Reading

When people are interested in a thing, they want to know *all* about it.

That is the use of a broadside. Be sure you have a message that is interesting, then go ahead. Do it big. Put in the facts. Put in the pictures. Make it a smash. Use color.

Broadsides of Hammermill Cover are tough and sturdy. They are hard to damage and easy to print. There is a wide range of colors and your printer has the stock or can get it in a few hours. Samples of Hammermill Cover will be sent if you write Hammermill Paper Company, Erie, Pa.

As Standard as Hammermill Bond

HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all
Direct-by-Mail Advertising*

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market prior to our big guns, it would handicap us severely. Then we would *have* to wait—make no mistake about that! I want to be first and I do not care for the idea of taking chances.

"We have an open field. Our known competitors have not been advertising to any appreciable extent for a year or more. We can step into virtually an open lot and put up our show tents. We'll get the attention of the crowd, because we have only side shows in the vicinity.

"To continue—about this vacation thing. I have studied that field and I think your city man reads his metropolitan paper while he is away. He hangs around that village or seashore postoffice, morning and night. The only thing that matters is mail from home—and his newspaper. In addition to this, big city newspapers are widely distributed outside of the place of publication. They are read in suburban sections and at summer resorts, as at home. They are read more carefully because there is more time to read them. Vacation days do not mean an eternal gadding about, after the novelty has worn off.

"But a certain proportion of people, living in the city, are doing one of two things: they are just going away or they have just returned and ready to settle down. And as our campaign will run for three months, we can't miss 'em.

"I can't agree with you that less of our goods is used in summer. People have their aches and pains during the warm months. They have accidents, insect bites, ivy poison, falls, sunburn, and a thousand and one other little accidents. In certain lines I can see that there are seasonal zones of activity, but I believe goods move rather evenly all through the year. I'm going after my market as soon as I can catch a train."

The question arises in most advertising campaigns. Is there a one best season to "shoot?" If special drives are necessary in special territory, is it necessary to fear the consequences that might follow going in at an inauspicious season?



In
**Bridgeport,
Conn.**

In a
**13-Mile
Radius:**

12,000 Automobiles, 803 Grocery Stores, 71 Drug Stores and a prosperous population of 236,000 people. The Post-Telegram has a circulation in this radius of a paper to every five persons, giving thorough coverage at one low cost.

I. A. KLEIN

50 East 42nd Street
New York

Pt. Dearborn Bk. Building
Chicago



The
**Post-
Telegram**

**Only A. B. C.
Papers**

Harvest With



136 LIBERTY STREET
NEW YORK CITY

TELEPHONE RECTOR 7880-1-2
CABLE ADDRESS "Flailad"

DO YOU WANT TO RAISE MONEY?

For charitable, benevolent or educational purposes? By giving a show, an entertainment, a street fair, a bazaar, a society circus? Yes? Then do it right. *Call to your aid an expert advisor—a professional benefit specialist.* It is the wise course to pursue. It insures you against failure and renders success doubly sure. *A dollar ad in The Billboard will put you in touch with many.*

THE BILLBOARD

Member A. B. C.

1493 Broadway 35 S. Dearborn St.
New York Chicago

The newer idea is to have no fear of such matters. When the ammunition is ready, the powder dry and the fighting force enthusiastic, give the signal to "fire." It is difficult to judge the matter with any degree of certainty because of the fear that has retarded advertising in the past. This problem of the exact hour for a campaign has been taken to extremes.

And each advertiser has based his arguments and his calculations upon a set of principles that surround his product. A perfume campaign was run during the winter season because it was believed that women used more of the article then, on account of entertainments, dances and the theatre. A year later a special campaign was run in newspapers in the middle of summer when women are popularly supposed to be out of range of such advertising, and the experiment was even more successful than the winter trial. It might, of course, have been a definite difference in the quality of the advertising. This is a matter for discussion.

FURNACES IN MIDSUMMER—TRUNKS THE YEAR-ROUND

A special campaign in behalf of a furnace equipment, run in midsummer, accomplished more than the equivalent in advertising scheduled to appear late in the fall. It had not been tried in just that manner before. The field was clear, Heat equipment contractors helped because they were receptive and not rushed with business.

A campaign for trunks, much to everybody's surprise, pulled to a far greater degree at a time of the year when trunk advertising had never been pushed than during the accepted seasons. It was found that people anticipating trips planned considerably in advance of their actual leavetaking and, in defiance of popular belief, did not buy trunks immediately before actual departure.

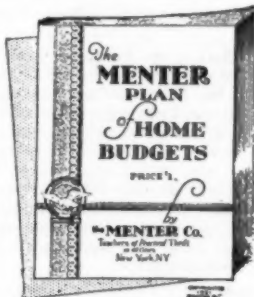
"Look out," was the warning cry, to a manufacturer of coffee, who contemplated winning the metropolitan market with a new brand. "Your strongest competitor has just finished an advertis-

Of all that salary you earned last year how much *actual cash* have you saved?

We advertising men are an awfully peculiar lot of people. Unfortunate, I should say.

Primarily, because, due to the fact that thousands and thousands of dollars of our employer's money are invested by us, we think in thousands to such an extent that *we spend the money we make*, as though we were actually *earning* the thousands that we are investing in advertising space —

—result: *very few* of us have anything *tangible* to show for the hard, earnest *work* that we put into *ours*.



Now, there is a way to cash in on *our* work, if we simply apply the same *idea* that we apply to our professional work, namely, we *must* plan systematically the handling of our incomes, just as we plan the handling of an advertising appropriation—and, this, THE MENTER PLAN OF HOME BUDGETS, *does* for your income.



Get your plan book—use it—500 other advertising men are using this plan book—USE the Coupon—NOW—SAVE.

MENTER

J. W. Lindau, Jr.

Adv. Mgr.

469-P Seventh Avenue

New York City

Use This Coupon N-O-W!

I won't let this last chance go by—here's a dollar bill (or check)

If, after I read it, I decide that I haven't the backbone nor the guts to keep it up, nor even to start it, I will pass the plan book along to somebody else, who, I believe, can cash in on it, and you may donate the dollar that I enclose to teaching Thrift to others.

Sign.....
Street Address or P. O. Box.....
City..... State.....

**"—the greatest daily paper of Canada
and always has been!"**

—HAROLD B. JOHNSON

SPEAKING at St. Lawrence University recently on the subject of "Personalities of American Newspapers," Harold B. Johnson, editor of the Watertown (N.Y.) Times, paid the following tribute to "Canada's Best Newspaper":—

"Here is the Montreal Gazette. *It is the greatest daily paper of Canada and always has been.* It is British, yet it is American. It has been run continuously since 1778, and Benjamin Franklin was indirectly responsible for its appearance. Franklin and a group of colonists went to Montreal in '76, carrying with them a printing outfit from Philadelphia, their purpose being to win over Canadians to the Continental cause. They published several volumes in the old Chateau de Ramsey and when they gave up their mission to return to Philadelphia one of the printers remained and three years later he established this great newspaper with the printing outfit that came from Philadelphia.

"The Gazette had its beginning in the same way that so many of the older papers were established, in a propaganda movement in behalf of some cause. *To-day it impresses itself on the entire British possessions as a herald of empire solidarity.*"

This disinterested tribute, from a journalist of another country, is an unusual piece of evidence of the regard in which The Gazette is held—in Canada or elsewhere—wherever it is known.

Is Canada's "greatest daily newspaper" on your list?

The Gazette

MONTREAL

MEMBER OF AUDIT BUREAU OF CIRCULATIONS

Branch Offices:

OTTAWA
John Bassett,
28 Central Chambers

TORONTO
W. T. Martin,
123 Bay Street

NEW YORK
Gilman, Nicoll & Ruthman,
Canadian Pacific Bldg.

LONDON, England
T. R. Clougher,
Royal Colonial Chambers
18, 19, 20 Craven St., W.C.

BOSTON
Gilman, Nicoll & Ruthman
Tremont Building

CHICAGO
Gilman, Nicoll & Ruthman
Tribune Building



ing campaign that was a hum-dinger. And, besides, the best time to advertise coffee in New York is in the fall of the year. Better stay out a while!"

The campaign was started three days later. It soon achieved its objective, and more than was expected. The previous coffee advertising had set people to thinking about coffee. Then along came an equally convincing campaign, and clinched the argument and the sale.

Some remarkable experiments have been made in the case of a product for coughs and colds. The advertising had always been run seasonally on the quite natural assumption that people suffer more from colds in winter. But when a special campaign was run in midsummer, the advertiser found that enough persons had colds in summer—and, indeed, all the year through—to justify almost continuous advertising.

It was discovered with soft collars, heretofore known to the trade as a summer seller, and worth advertising then and then only, that the product could be made to move with frost in the air. People could be argued out of habits and this is one of advertising's jobs.

It is not so much a matter of the campaign directed to catch people in an acknowledged buying mood, as to encourage and develop other moods, out of season, and thus increase the total volume of sales.

"I won't go into a business where the thing I manufacture can be sold only at certain times of the year," said a well-known financier, engaged in many enterprises. "Fortunes unquestionably can be made in this manner but I want the product that has no season and that people can be taught to buy 365 days a year."

And then, just to prove his argument, he made a practice of selecting articles that had always been known in the past as strictly seasonal. It was his hobby to prove that it could be done.

It has been one of the really big objectives of a large campaign for

Michigan Facts:

MICHIGAN annually produces three-quarters of a million pounds of beeswax.

MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

MICHIGAN wants your business.

H. EDMUND SCHEERER

National Advertising Representative

Marquette Bldg., Chicago

New York Office: 20 East 42nd Street

R. R. MULLIGAN

in Cincinnati



But —

in New Orleans

it's the

Item



BERRIEN COMPANY

INCORPORATED

19 W. 44th St., New York

Advertising

• Acker Merrill & Condit •

• Quincy Cigars •

• Bates Hats •

• Corporation Trust Co. •

• Cresca Delicacies •

• Delaware & Hudson R.R. •

EVENING HERALD

**LEADS ALL LOS ANGELES
DAILY NEWSPAPERS IN TOTAL
PAID CIRCULATION.**

Government statement for six
months ended March 31, 1922

average **146,233** daily

Representatives:

New York: Chicago:

H. W. Moloney G. Logan Payne Co.
604 Times Bldg. Suite 401, Tower Bldg.
8 No. Michigan Ave.

a famous beverage, a soda-fountain drink, to persuade the public to imbibe it for twelve months and not simply during the summer period when thirst is greatest. The advertising has paid. But it required years to bring the manufacturer up to the point where he would agree to advertise "out of season."

If people are temperamental buyers, then it is within the province of advertising to make them change. New markets at new seasons of the year are invaluable.

Pioneer in Circular Advertising Dies

William W. De Wees, head of the Chicago Addressing Company and one of the pioneers of the circular advertising business, died on June 22 at La Salle, Ill. Mr. De Wees had been in the circular advertising field since 1883, when he organized the C. S. Boles Addressing Company in Chicago.

J. S. MacHenry Enters Film Field

J. S. MacHenry, advertising manager and secretary of *Exhibitors Herald*, Chicago, has terminated his connection with that publication and will enter the film-producing field in New York. Mr. MacHenry has been with *Exhibitors Herald* since 1915, with the exception of a year in military service.

Joins Chicago Agency

F. Jay Kroulik, formerly with the Charles A. Transom Company, has joined the copy department of the J. A. Snyder Company. Both companies are Chicago advertising agencies. Mr. Kroulik was with the Chicago office of the Audit Bureau of Circulations for three years.

G. L. Anderson with "Boot and Shoe Recorder"

Gordon L. Anderson, who has been advertising manager of the T. K. Kelly Sales System, Minneapolis, has been appointed assistant Western manager of the *Boot and Shoe Recorder*, Boston. Mr. Anderson's headquarters will be at Chicago.

Appointments for Bruns & Webber

Bruns & Webber, Chicago publishers' representatives, have been appointed Western representatives for *National Sportsman*, Boston; *Screenland*, Hollywood, Cal.; and *Lincoln Magazine*, Chicago.

Something Has Happened in Maine

Six months ago the Portland Press and the Portland Herald (formerly the Eastern Argus, founded in 1803) were consolidated into the Portland PRESS HERALD.

This consolidation has given Maine one big outstanding newspaper with the largest morning circulation in the State. The paper has perfected its organization and installed sufficient new equipment to publish a metropolitan newspaper.

The Portland Press Herald has become Maine's foremost morning newspaper.

The Portland Press Herald

PORTLAND, MAINE

Member A. B. C.

Special Representatives

POWERS & STONE, INC.

New York Boston Chicago

Founded 1799

NORRISTOWN DAILY HERALD

**For Over a Century One
of Pennsylvania's Great
Home Newspapers**

RALPH BEAVER STRASSBURGER
Publisher

HERE HE IS!

Extract from PRINTERS' INK:
"The president had just described the need of the firm for an able chief correspondent * * * the man we are looking for is employed. He is too valuable and too uncommon not to be employed."

HE IS EMPLOYED

and has been for the past ten (10) years as Correspondence Manager of a leading wholesale mail-order house. He was formerly Chief Correspondent of a well-known retail mail-order firm.

HE KNOWS PEOPLE

and conditions, and can meet all combinations of the two, with unwreckable tact. His letters get what they are sent to get, and he can teach others to write BETTER LETTERS.

HE UNDERSTANDS

organization and system work—is mentally alert, hard working, with ambition and a clean record. Salary \$6500.

Address

CORRESPONDENCE SUPERVISOR

Box 120

Care of Printers' Ink

Tells the Story Behind the Electric Switch Button

Pressing the button and getting electric service at will is such an easy matter that many people are probably not aware of the stupendous machinery and gigantic forces that are employed in harnessing and bringing this electric servant to them.

The Gas & Electric Company, Baltimore, is running a piece of copy which presents a clear conception of this huge undertaking. A big, solid power house is shown on the banks of the Susquehanna River in Pennsylvania, alongside of the roaring falls whose energy is transformed into power. Tall steel towers upon which are strung the cables that convey the power to the city inhabitants of another State are also shown. The illustration is strengthened by a background of mountain ranges.

In a small insert a woman is shown using a vacuum cleaner. The text following reads:

"Back of the button, ready to operate your Vacuum Cleaner, or drive the wheels of industry, is the greatest hydro-electric plant south of Niagara and east of the Mississippi. The Susquehanna River has been harnessed for your service. Its waters drive great turbines which generate electricity. Over aluminum cables, suspended from steel towers, the current flows forty miles, to Baltimore. At this point it is supplemented by steam-driven stations, distributed over thousands of miles of cable and wire and put to work in myriad ways. Many millions of dollars have gone into this property which is dedicated to good public service."

St. Paul Agency Has Cigar Account

The Kuhles & Stock Company, St. Paul, Minn., manufacturer of the "Seal of Minnesota" and "Aquila" cigars, has placed its advertising account with the Betting-Thompson-Madden, Inc., St. Paul, Minn. Newspaper advertising is being released in Minnesota in connection with a State sales campaign.

Newspaper Campaign for Carburetor

The Vortex Carburetor Company of New England, manufacturer of carburetor devices for automobiles, has placed its advertising in the hands of The O'Connell-Ingalls Advertising Agency, Boston. Newspapers in New England are being used.

Advertise against Teacher Pay Cut

The Marion, O., Council of the Parent-Teacher Association is using local newspaper advertising in behalf of the teachers in its fight against a proposed reduction of 10 per cent in the teachers' salaries.

Tell Him Your Problems

On July 1st Mr. E. A. Olms of our Chicago office becomes Eastern Manager of The Household Magazine with headquarters at 501 Fifth Avenue, New York.

This appointment has been made in the interest of closer co-operation and more efficient service for you as an advertiser or an agency.

Mr. Olms comes to the east peculiarly fitted to discuss with you advertising problems in the small town and mail order field. His association with the middle west, his knowledge of the small town field as well as his contact with the mail order business of the middle west, should make his services of real value to you.

Household's pre-eminence in the small town field, from the point of circulation, quality and actual producing power has been recognized for years by advertisers and agencies in the middle west. We are now extending that same service to advertisers and agencies in the east.

Mr. S. C. Berberick will continue as Western Manager of The Household with headquarters at 109 N. Dearborn Street, Chicago.

The HOUSEHOLD

TOPEKA, KANSAS

ARTHUR CAPPER
Publisher

LAILAH J. COOPER
Ado. Manager

**Largest net paid mail circulation of any publication
in the world**

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 1004 Candler Building, Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGHEAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
R. W. PALMER, News Editor

EDITORIAL STAFF:

Roland Cole Albert E. Haase
Roy W. Johnson E. B. Weiss
C. B. Larrabee

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, JUNE 29, 1922

Getting Ready to Advertise

ter to PRINTERS' INK, suggests a few fields that are in need of advertising development. He writes: "As shown by the success of the California Fruit Growers' Association and the Dairymen's League of New York State, would it not be feasible for the Farmers' Association to advertise its products in season, and obtain a more direct contact with city consumers?"

"Community advertising, while not new has not been carried out to any extent in the East. The city of San Diego, Cal., has been using a number of the leading newspapers of large cities during the past year and has been very

Louis Wiley, business manager of the New York Times, in a let-

successful in obtaining many families to visit San Diego.

"Such companies as the American Can Company, The International Nickel Company and the Endicott Johnson Shoe Company could profitably follow the example set by the Anaconda Copper Company in building 'buyers' acceptance' and create a demand for their products."

Mr. Wiley is right. There are advertising possibilities in all of his suggestions, but in the short space available, we must confine our comment entirely to farm advertising. PRINTERS' INK has frequently said that a large percentage of our advertisers of tomorrow will come from the farm. The Pacific Coast has had an enormous advertising growth these last few years, due very largely to the activity of the horticultural associations. Aaron Sapiro, counsel for most of these bodies, at a dinner given recently by Otto Kahn to get industrial and financial leaders in touch with agricultural progress, said that 80 per cent of the fruit growers of the West made money last year, while for most of the farmers of the country 1921 was an unprofitable year. In explaining the reason for this, Mr. Sapiro, addressing himself to Judge Gary, who sat at the same table, said: "California growers made money, because they have made a study of the methods of the Steel Corporation and have applied its system of marketing to farm products. The same thing can be done and will be done by the farmers of every part of the country. It has been the habit of farmers to dump their output wherever it was grown as soon as it was grown, thus creating a gigantic oversupply in small-market towns, and then to wait for dealers and speculators to come and take it away from them at the prices likely to prevail in a glutted market."

In no part of the country have farmers made the progress in perfecting marketing organizations that they have made on the Pacific Coast. There are many reasons for this. For one thing our

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farmers east of the Rockies, in too many instances, have been bent on solving their problems through political pressure, rather than through economic action. Farming can never be made profitable through politics. Farmers, granted that they are good agriculturists, will succeed in proportion to the skill they use in marketing their products. That means that the dumping of crops on the local market at harvest time must be stopped. It means that in many cases the crops must be pooled, warehoused, if necessary, and sold according to demand. As a rule, selling groups must be organized on a basis of crops rather than on a sectional basis. Miscellaneous crops cannot be pooled. The Cranberry Exchange is succeeding because it specializes in cranberries. If it tried to market eggs and poultry and the garden truck produced by cranberry growers, it would get nowhere. The Dairymen's League will succeed as long as it sticks to dairy products.

The California idea of no dumping, of pooling, and of creating and regulating demand through advertising is spreading throughout the country. The time is not far distant when the farmers of the East, and South and Central West will be numbered among our biggest advertisers, just as are the horticulturists of the Pacific Coast today.

The Second-Class Postage Tax

It is hard to imagine what rational arguments can be advanced against the proposal, in the Kelly Bill (H. R. 11965), to relieve publishers of a part of the vexatious war-time taxes imposed through the medium of second-class postage rates. It was generally admitted, when the rates were imposed, that they were sound neither economically nor equitably; but publishers were asked to accept them as an emergency measure. There was then nothing else to plead in their extenuation, and it is three years since the emergency passed into history, yet publishers are still taxed upon a

basis which was applied to no other class of business men—the cost of delivery of their products.

Most of the so-called "nuisance taxes" have already been repealed, as intolerable in peace times, but even the most obnoxious of them were more defensible than this. They were at least equitable, in that they rested upon all producers alike. The tax upon publishers, however, was based upon the remoteness of the markets in which the individual producer's goods were sold—a theory which scarcely would have passed muster with the Finance Ministers of Louis XIV.

The present Bill does not remove the inequities of the zone system. It merely removes the burden imposed as a war-measure. Three years after the close of hostilities does not seem too soon for such action to take effect.

Farm Bureaus Now Have Marketing Agency

In the announcement of its alliance with the North American Fruit Exchange, the American Farm Bureau taken a distinct step forward. Theoretically the plans for farm co-operation projected by the Federation are ideal, but in actual practice they have been rather difficult to carry out. The Bureaus have lacked a marketing organization. If the Federation set out to parallel our existing machinery of distribution, it would have found itself involved in a terrific maze of difficulties and in a financial programme that would have broken its back.

The sensible thing for the Federation to do is to hitch its plan to our present distributing system, in so far as that is practical. That is exactly what has been done in the recently completed arrangement with the North American Fruit Exchange. This organization has been in successful operation for some years as a national, non-speculative sales agency for the distribution of fruit and vegetable products. In this

capacity it has been the initiator of several advertising campaigns.

The American Farm Bureau Federation with its million members, now seems to have a practicable marketing plan. Its members at least have a direct-sales route to every city and town in the country. It will be interesting to see how the plan works out. Particularly will it be interesting to see what kind of an advertiser the farmer will make now that he has something to say as to how his produce will be marketed. Will the neglected artichoke, the valuable tomato, the misunderstood cucumber and friendly grape furnish the country with new advertised products?

**That's a
Weak
Argument,
Senator
McCumber**

A great ruction has been created by reason of Senator McCumber's charge that the attitude of the newspapers on the tariff question is influenced by their department store advertisers.

Of course this imputation of the chairman of the Finance Committee is ridiculous. Mr. McCumber is a type of politician who seemingly cannot argue without resorting to *argumentum ad hominem*. If an editor's honest opinion happens to run counter to his views, he is ready to attribute unworthy motives to his opponent.

The tariff is inherently a controversial topic and in discussing it, it is the easiest thing in the world to find a radical divergence of opinions. But it is childish to say that those who sincerely disagree with our own ideas on the question are selfishly influenced.

Opinion, particularly editorial opinion, is not so cheap as Senator McCumber seems to think. Publishers are naturally anxious to please their advertisers, but they know that advertisers are not in the habit of buying space in a publication simply because its editor's opinion coincides with theirs. They know that the only way to please an advertiser is to give him the circulation he buys.

A write-up sheet, whose editor's views are for sale to the users of the advertising columns, does not furnish advertisers with the kind of circulation that brings results. Advertising value must be founded on honest circulation and genuine circulation in turn can be built only on editorial merit. This is all old stuff, which is well known to even the veriest advertising tyro, but it appears to be necessary to repeat it occasionally when someone, such as Senator McCumber, runs on a verbal rampage.

The North Dakota Senator's attack did not go unanswered. Senator Hitchcock, of Nebraska, ably answered his colleague. He characterized the McCumber charge as "idiotic, childish, provincial and entirely out of date." He added "If there is one thing fairly established in the newspaper world today it is that advertising is placed upon the strictest business principles." Advertisers are too shrewd, he said, to go into a paper by reason of favor.

Going on, the Nebraska Senator said that by his charge the chairman of the Finance Committee showed himself to be ignorant of modern business practice. Certainly it would appear as though a Senator occupying such an important committee should at least refrain from discussing a subject about which he evidently knows so little.

**An Honorary Degree for
Advertising Work**

As a mark of recognition for his work in advertising and sales promotion work, Ohio Wesleyan University has conferred the honorary degree of Master of Arts upon David L. Brown. Mr. Brown is manager of the advertising department of The Goodyear Tire & Rubber Export Co., Akron, O.

**New Orleans Association of
Commerce Appointment**

The Association of Commerce, New Orleans, has retained Bauerlein, Inc., an advertising agency of that city, to direct its advertising.

Paul Gelpi & Sons, chocolate manufacturers, New Orleans, also have placed their account with Bauerlein, Inc.

From the New York World
June 4th, 1922

"... The result is the present Jewish Daily Forward, with 200,000 circulation, a paper with a power almost incalculable, a paper that has transformed the East Side. No other Jewish periodical, radical or conservative, has anything like its prestige.

"Today it talks intimately every day with nearly every Jew in New York and other cities who has not yet learned the English language, and it makes a vast difference to everybody what that paper says."

FORWARD

PROMOTION and SERVICE MAN for BUSINESS PUBLICATIONS

The publisher of two leading publications in important retail fields is looking for a promotion and service man. His duties will be:

To prepare advertising for a limited number of advertisers and prospective advertisers.

To prepare promotion matter that will sell advertising in the publications.

To be successful, the man will need:

Ability to write copy that will sell goods to retail merchants. This will involve experience in or contact with the retail trade in one or more lines.

Ability to conceive and execute strong and unusual lay-outs.

The desire and ability to start things on his own hook.

This will be a one-man job to start with, but the publications are growing rapidly and the right man can grow with them to the exact extent that he makes his work important to them.

Address in confidence to "Business Publisher," Box 111 Printers' Ink, 185 Madison Avenue.

Winchester and Simmons in Selling Merger

At the annual meeting of dealers of the Winchester Repeating Arms Company at New Haven, on June 26, J. E. Otterson, president of the Winchester company, announced that a merger had been effected with the Associated Simmons Hardware Companies. Mr. Otterson said:

"The Winchester Company will operate as the manufacturing organization and the Associated Simmons Hardware Companies as the distributing organization. The Simmons Companies will continue the operation of their hardware jobbing business as hitherto, and in addition will act as distributors of the Winchester products to the Winchester stockholders agents, and for this purpose the sales, warehousing and distributing organization of the Winchester and Simmons company will be combined and henceforth operated as one.

"By this plan it is hoped to eliminate duplication of effort and to effect economies that have not been possible under separate operation."

Changes in Chicago Staff of George Batten Co.

Miles S. Whitney and H. Clifford Briney, of the Chicago office of the George Batten Company, have resigned, effective September 1 and August 1, respectively. Mr. Whitney will become a partner in a new Middle Western manufacturing company. Mr. Briney will join a selling organization in Chicago.

The Batten company informs *PRINTERS' INK* that plans for changes in its Chicago office are under way and that the personnel of a new organization will be announced later.

American Writing Paper Advances E. E. Keough

Edmund E. Keough has been made advertising manager of the American Writing Paper Company, Holyoke, Mass. Mr. Keough had been acting advertising manager of this company since February, 1920, when he succeeded Fred M. Webster. Before joining the American Writing Paper Company, Mr. Keough had been with the New England Westinghouse Co., Phelps Publishing Co., and the Eldredge Electric Manufacturing Co.

Reduction in Price of "The Iron Age"

The Iron Age, New York, reduced its single copy price from 50 cents to 25 cents, beginning with its June 22 issue.

The Gifts, Art Wares and Novelties Association, Chicago, has appointed The Irwin L. Rosenberg Co., an advertising agency, also of that city, to handle its advertising.



A turn of the hand insures your package

No waste of time. Just tear off the North America Parcel Post Coupon and place it inside the package. The entry on the stub in the Coupon Book is also your shipping record.

Claims are paid promptly.

Write us for details, enclosing the attached memorandum.

*Any insurance agent or broker
can get you a North America Policy*

Insurance Company of North America PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"

Capital \$5,000,000

Founded 1792

MEMORANDUM (Mail at once)

INSURANCE COMPANY of NORTH AMERICA Dept. W 629
Third and Walnut Streets, Philadelphia, Pa.

Send information regarding Parcel Post Insurance

To _____ (Name)

Address _____

Mention also any other form of insurance (except life) in which you are interested.



The Little Schoolmaster's Classroom

CLEVER salesmen long ago learned the selling value of reducing the cost of an article to a per diem basis in presenting their propositions. Thus, a concern selling changemaking machines instructs its salesmen when the prospect asks the price to answer, "Ten cents a day." A cash-carrier company often states its price as "seven cents per station per day." The method is always very effective.

A presentation that goes this one better, however, was observed by a member of the Class the other day in the windows of the Syracuse Lighting Company. An automatic hot-water equipment was on display with a placard announcing that its cost was but three cents per day. But to make this three cents per day look even more negligible, the idea was carried further by a series of comparisons. On two panel boards were mounted systematically the following: an onion, a cake of yeast, three cigarettes, three sticks of Wrigley's gum, one apple, one-half a Cinco cigar, one egg, one-half orange. Opposite each item appeared "three cents." And to cap the climax was the statement that "you need the hot water more than any of these others."

When the Schoolmaster was a boy, the miniature insert picture idea was a powerful sales asset. A great many manufacturers used them. Boys were collecting complete sets of attractively printed maps of various countries, famous actors and actresses, flags of all nations, places of interest, leaders of sports, flowers, etc. Even grown-ups were not cold to the idea.

There is every reason to believe that these miniature inserts increased sales. Tricks there were, of course, such as the following: If a series of twelve maps were issued, at least one or two of these maps were not printed with the same prodigality as the others.

Thus, the collector was often called upon to do a deal of buying and bargaining, in order to fill out his set.

The Schoolmaster was surprised, during a trip South recently, to see an elaborate newspaper advertising campaign concentrating upon a return of this basic selling idea. "Strollers" Cigarettes give away, with each packet, "The picture of a well-known Movie Star." And the brand was picking up at a tremendous rate. There are cycles of merchandising schemes.

Last week, one of the members of the Class received a telephone call and upon lifting up the receiver he was informed that the Wahl Company was on the wire. Not getting the name correctly the first time, he asked the operator to repeat the name of the company. This time she replied "The Eversharp Co." The advertised trade-name turned the trick. Undoubtedly the telephone operators at many offices which are the homes of advertised goods are using the same method of making themselves clear when the company name is different from the advertised brand name.

The Schoolmaster wishes to call the attention of the Class to a paragraph from a letter recently received by a well-known manufacturer of social stationery. The writer of this letter, a New Zealand woman, had sent sixty-five cents for a sample box of stationery and a book. In closing her letter she wrote:

"As samples from America are usually tampered with and contents extracted, please wrap in plain cover."

The newer type of advertising character seems to depart radically from the grotesque personages that peopled campaigns of only a few years ago. They are



Flexlume Signs and Florsheim Shoes

THE makers of Florsheim shoes are numbered among the national advertisers who are using Flexlume Electric Signs to "hook up" their space right to the place the product is sold. They realize it is an important part of their campaign.

Many of the largest advertisers are doing the same thing. They choose Flexlumes because the *raised*, Flexlume letters of snow-white glass make them excellent day signs as well as night signs, because any trademark or design can be reproduced in the *raised*, Flexlume characters and because Flexlumes have greatest reading distance, lowest upkeep cost, most artistic design—in a word, because Flexlumes are by far the best value for the money.

Flexlume Signs can be used with profit as a part of your advertising campaign.

Let the Flexlume designers send you a sketch showing a Flexlume Sign to meet the particular needs of your business.

FLEXLUME CORPORATION

32 KAIL STREET

BUFFALO, N.Y.

Flexlumes—Electric Signs made only by the Flexlume Corporation.

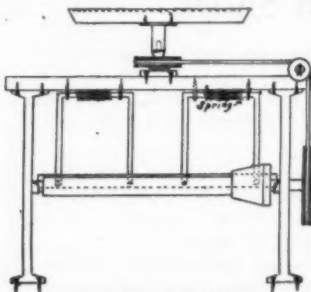
What Is YOUR Subject?

We have compiled, from the best articles, treatises and special contributions to past and future issues of The Walhamore Complete Business Service—and from over 600 magazines and publications, the following SPECIAL WALHAMORE EDITIONS—each loose-leaf, up-to-date and complete with cloth binder. Sent prepaid on receipt of price. New features added to your binder monthly.

Subject	Title of Walhamore Edition	Price
Accounting—36	Accounting Problems Solved by G. P. A.	\$1.00
Administration—60	Things an Executive Should Know	1.00
Advertising—100	Advertising Plans Outlined	1.00
Federal Taxes—328	Federal Tax Rulings Analyzed	1.00
Parcel Post or Mail Order—500	Things to Sell By Mail	1.00
Salesmanship—72	Ways to Put Across Sales	1.00
Journalism—222	Places to Sell Manuscripts and "Snapshots"	1.00

Check off your selections and pin as many Dollar Bills to this advertisement as you want copies of the WALHAMORE EDITIONS—or send money order or check. Every copy worth five times the price to you in your particular line of work. Money refunded if not fully satisfied after 3 days' examination.

Address all orders to
THE WALHAMORE CO., Publishers
Lafayette Building Philadelphia, Pa.



FOR SALE

Patent on This Advertising Device and Paper Holder

The idea of this device is when you want to advertise any article in a retail store, you place such article on top of disk shown on top of device, and when the wrapping paper is pulled off the holder the disk revolves with the article and attracts the people's attention to the article to be advertised. For further information write

ALBERT ANDERSON
224 So. Fifth Street Miles City, Mont.

more human, for one thing. The "Sunny Jims" of a little while back have stepped aside for characters that are allied closely, not only to the product, but to life.

One of the best observed by the Schoolmaster has been created for the business-paper advertising of The Columbia Bronze Corporation, manufacturer of propellers for boats of all kinds. He is known as "Captain Allswell," and is a rugged, business-like man, well past middle-age, who has followed the sea, the rivers and the lakes and knows about all there is to know on the subject of boats. The prosaic platitudes, conventionally set down in behalf of products of this kind, are revamped and given a sparkle as translated into the Cap'n's own language:

"Life on a towboat is no rest cure. You've got to be on the job day and night, cruising around for your ship. When you do pick her up there's a man-sized job ahead: hard work for the crew, engine and propeller, with no let-up between you and the dock. A towboat's got to have a lot of power and control to stay in the game, and it's there a propeller shows its bringing up."

Cap'n Allswell appears in every piece of advertising, and his brief discourses are tremendously convincing. He belongs to a family of advertising characters that really works for its living.

The Vacuum Oil Company has issued a page advertisement for farm papers that appeals to the Schoolmaster and members of the Class, who have called attention to it, as an excellent example of progressive, concentrated appeal.

The page starts off with the statement that leading farm papers recently sent representatives to the rural districts for information relative to "buying conditions" on the farm. The copy says:

"Thousands of farmers decided last year to economize in every possible way. Many bought cheap lubricating oil for their automobiles and tractors. They've learned

Do You Make a Product Sold by Druggists, Confectioners or Stationers?

To Manufacturers of *worthy products* we offer a new jobbing plan to obtain perfect distribution in this state. We have a very capable organization, ready to give unusual jobbing and intensive promotional assistance, especially for products **NATIONALLY ADVERTISED.**

Our salesmen cover the whole state. We have over 1,000 accounts and have the best retail delivery system in New Jersey making direct deliveries with our own machines every day.

Our plan is unique and fills a long felt want. Write for details.

STERLING SYSTEM, Newark, N. J.

"Merits of the Organization"

A national advertiser writes:

"I have taken up the matter of advertising in THE ROTARIAN with Mr. Dash of the Dash Advertising Agency and have instructed him to arrange to occupy some space in three or four issues of your publication.

The merits of your organization are too well known to create any discussion. It was only on account of the lack of appropriation that THE ROTARIAN was left off our schedule at the beginning of the year."

THE ROTARIAN

The Magazine of Service

Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

CHICAGO

Great Britain
Thos. Stephenson

Advertising Manager

Frank R. Jennings

910 So. Michigan Blvd., Chicago

6 So. Charlotte St., Edinburgh, Scotland

Published Monthly by Rotary International

Sales Manager

I am looking for an opportunity to demonstrate to a live manufacturer that I have the ability to increase his profits and sales. Past experience is positive proof. Married, age 34. Will be pleased to arrange a personal interview without cost to you. Address

"L. S.," Box 114
Care of Printers' Ink.

WANTED

Sales Manager and Executive with Initiative

Chewing Gum, Candy and Specialty Manufacturer has opening for man who can produce. Principal stockholder and manager recently died, and present board of directors, having other large interests to attend to, are unable to give the business the required time and attention, but will appoint a progressive man for expansion. If you are sure you can produce, the remuneration will be handsomely, as a commission or percentage on increased business, in addition to which stock bonus with salary will be paid. Address "P. H.," Box 110, care of Printers' Ink.

a lesson, however. They have found that the low-grade oil costs far more to use. The small savings in cost per gallon have been more than made up by the greater oil and fuel consumption and greater repair expense. Buying lubricating oil is a good deal like buying eggs. Fresh eggs look much the same as old cold-storage eggs."

The advertisement goes on from this vantage point, quoting statistics and telling its story. The illustration shows an investigator calling on a farmer and asking for certain economic facts. In the distance may be seen a farmhand, repairing a tractor.

The convincing part of the message is its foundation of statistical facts, secured by an accredited band of investigators.

Appointments by Warren, O., "Daily Chronicle"

F. S. Van Gorder, business manager of the Warren, O., *Daily Chronicle*, has been appointed postmaster of Warren. M. Earl Kurtz, formerly advertising manager, succeeds Mr. Van Gorder as business manager. Charles Van Gorder, who has been assistant advertising manager, succeeds Mr. Kurtz as advertising manager.

"Red Cross" Shoe Account to Ralph H. Jones Co.

The Krohn-Fecheimer Co., Cincinnati, O., maker of "Red Cross" shoes for women, has appointed the Ralph H. Jones Co., Cincinnati advertising agency, to handle its advertising.

Fred C. Veon with Los Angeles Office of G. Logan Payne

Fred C. Veon, who until recently was connected with the St. Louis *Times*, has been made manager of the Los Angeles office of the G. Logan Payne Co., newspaper representatives.

HUMOR

for Ads, House Organs, etc. Jingles, Jests, Take-Offs, Parodies, etc., written to order. Stunts for Conventions, etc. Cartoons and Caricatures made.

H. C. GRANT, 305 W. 52 St., N. Y.

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Advertising Men of Paint and Varnish Industry Meet

A conference of the advertising men in the paint and varnish industry was held in Buffalo on June 28. The conference was authorized by the Educational Bureau of the Paint and Varnish Manufacturers' Associations to assist in promoting the Save the Surface Campaign of the paint, varnish and other allied interests.

On June 29 there will be a meeting of the sales managers of the industry, which it is expected will be attended by a number of the advertising men.

Pipeless Furnace Advertised by Canadian Company

Another manufacturer has entered the pipeless furnace field in Canada, the Gilson Manufacturing Co., Ltd., of Guelph, Ontario. Copy is now appearing in farm papers and newspapers and a co-operative campaign with dealers is being planned for local newspapers. R. C. Smith & Son, Ltd., Toronto, advertising agency, is handling the account.



ORD agility, art ability; for pen and brush specimens give us

details from which to create bookleture, letterature, newspaper or magazine advertisements.

NAMSON SERVICE
Strength in Ad. Service
Continental Trust Bldg. Washington D.C.

Can You "Shoot" Ideas?

A very large New York Agency has an opening for a Service Man who is prolific of ideas.

He must be a man who thinks widely and "differently"—as well as soundly from a selling standpoint.

Reply in confidence, stating experience. If you pass the first line of defense by correspondence you will be asked to call for a further talk.

The opening is a very exceptional one—for just the right man. Address Box "G. J.," Box 112, care of PRINTERS' INK.

House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifty years.

The William Feather Company
605 Caxton Building, Cleveland, Ohio

Clipped Articles on Sales Management WANTED

I am planning to compile a comprehensive review of experiences in Sales Management—finding and selecting men; training men; sales manuals and schools; organization of territory and working methods; quotas; compensation plans; expense accounts; salesmen's reports; contests; conventions; dealer plans; methods with wholesalers and their salesmen; relations with manufacturing end; selling costs; research methods; securing and training agents; effective handling of inquiries; window and merchandise display plans; branch-office management, etc.

If you have a good file of articles on any of these topics and will lend it to me for a few months, I'll be glad to send you a durably bound copy of my review. Or if you can outline a useful experience you will surely be entitled to a copy of the review.

Appreciatively yours,

S. ROLAND HALL, First National Bank Building, Easton, Pa.

CO-OPERATION! FOREIGN LANGUAGE NEWSPAPER ADVERTISING

Our 26 years' experience with foreign language newspapers enables us to co-operate with you, and to get co-operation from the newspapers.

ALEXANDER WOLSKY, Inc.
"26 Years a Foreign Language Service"
Publishers' Representatives
110 West 40th St., New York Bryant 6181

American Lumberman

Est. 1873.

Chicago

The Largest Paid
Circulation in the
Lumber Field.

MEMBER A.B.C.

PRODUCTION MAN

for progressive agency. Christian. Must be practical engraver, authority on process printing; young, aggressive, willing to prove himself. State minimum starting salary. Address "Confidential," Box 113, Printers' Ink.

Arkin Cuts for every purpose

\$1 FREE. Big cut book—chock full of ideas—hundreds of cuts that help sell goods. Send \$1 for book—this \$1 is credited on first \$5 cut order.

Arkin Advertisers Service, 422 S. Wabash Ave., Dept. 29, Chicago



TWO MAGAZINES FOR ADVERTISING MEN

NATIONAL ADVERTISING Magazine tells National Advertisers how to spend advertising appropriations to the best advantage in Newspapers, Magazines, Farm and Trade Papers; analyzes media and criticizes selling copy; monthly; send 50 cents for current number or \$3.00 for twelve months' subscription.

18 to 22 East 18, New York

POSTAGE Magazine is devoted exclusively to Direct-Mail Advertising.

Tells how to write Letters, Circulars, Booklets, House Magazines; monthly; send 25 cents for current number or \$2.00 for twelve months' subscription.

Trying It Out on the Banker

THE IRWIN AUGER BIT COMPANY
WILMINGTON, O., JUNE 19, 1922.

Editor of PRINTERS' INK:

I have shown a copy of PRINTERS' INK to the cashier of a local bank a time or two and I have been surprised to note that the articles in which he showed an interest were not directly connected with his profession. I believe that PRINTERS' INK would find circulation among bankers not on account of articles printed about banking. I never can tell what I will be interested in. For instance, in the June *Monthly* the first article that I read was the last one in the book on the subject of "Color Pages That Outsell Black and White." So there you are. Advertising people are supposed to be whimsical and blasé about their reading, but they respond to the human-interest stuff just like the rest of the herd.

In conclusion, I will say that I think PRINTERS' INK is the finest trade paper in the world.

THE IRWIN AUGER BIT COMPANY,
B. M. HIATT.

Furniture Association Aims to Standardize Description

The National Council of Furniture Association, at its meeting in Cincinnati, arranged to send copies of standard descriptive terms for furniture to retail dealers.

These terms were recommended at the March meeting of the National Council, held at High Point, N. C., and they have been ratified by the Council's Member Associations.

This is an outgrowth of the Cleveland Conference, which was fostered by the Associated Advertising Clubs of the World and Better Business Bureaus, which was participated in by manufacturers, retailers and trade press representatives.

F. W. Kellogg and E. A. Dickson, of the Los Angeles *Evening Express*, have purchased the Sawtelle, Cal., *Call*.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

ASK FOR YOUR

copy of Harris-Dibble Bulletin.

297 Madison Avenue, N. Y. C.

It presents some good periodical publishing opportunities.

Wanted—\$10,000 to establish successful monthly magazine (4 years old) as a weekly; services of investor preferred. Write Room 420, 1547 Broadway, New York City.

FOR SALE

High-class California weekly, \$15,000. Nets \$6,000. Terms. Overhead low. Great possible expansion. Ill-health. Box 491, Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNER, FENDLER & CO.
New York City

NEW PRODUCTS WANTED

We are constantly on the lookout for new propositions. Anything that could be sold by mail or through drug stores is particularly desirable. If you have any specialty and would care to dispose of the selling rights on a royalty basis or otherwise, send full description. Box 488, Printers' Ink.

A New Medium

having unusual possibilities for intensive national or local advertising, recently perfected. Completely covered by patents, just issued. This is a unique opportunity for a selling agency or a national advertiser. Purchase price, including U. S. patent rights, \$75,000. Particulars may be had on application to Box 498, Printers' Ink.

ADVERTISING MEN

and sales managers like THE PRINTING ART (100-page monthly magazine, 9½x12½) for its most unusual exposition of interesting writing-selling principles and illustrated constructive criticism of current advertising. Printers, art directors and students admire its beautiful specimens of commercial art (full pages in color). Those subscribing in June will receive a complimentary booklet, "Advertising of Today—Upside Down and Inside Out," by Robert Ruxton. Money refunded after three issues if not satisfied. Order today—pay bill when rendered. Subscription, \$4.00; Canada, \$4.50. Published by The University Press, Cambridge, Mass.

500 Things to Sell by Mail—Remarkable publication. Workable suggestions. Loose-leaf, cloth binder. Prepaid \$1.00. Walhamore Company, Lafayette Building, Philadelphia, Pa.

CHICAGO AND MIDDLE WEST!

Factory Representation—Household and Electrical Merchandise. We are seeking one or two additional lines of merit. Henry I. Leviton, 138 N. La Salle St., Chicago, Ill.

SAVE ON ROTOGRAVURE

Advertisers producing booklets, circulars, magazine inserts brown rotogravure can run their jobs with our monthly combinations and save money. If desired, we will plan and execute entire job for you. Box 513, Printers' Ink.

HELP WANTED

FOREMAN composing-room. Good opportunity for a well-seasoned man—capable of producing good work in an efficient manner. Medium-sized shop. State your experience and salary. Box 496, P. I.

MAIL-ORDER SPECIALTY MAN

Live, energetic man with experience in mail-order specialty business to take charge of new proposition and push it. Must have ideas and must not be afraid of work. If you are a real mail-order man there is a great big opportunity. State full qualifications and salary, etc. Address Box 493, Printers' Ink.

Advertising Solicitor—Successful magazine in the business executives' field requires a man of initiative and strong personality to take charge of an advertising space-selling campaign. The one man who has been selling space has averaged over \$100 weekly. Straight commission basis with all expenses paid. Exceptional opportunity. Box 502, Printers' Ink.

Printing Salesmen: Attention

We are increasing our modern plant for our own needs, but can use at least \$40,000 more business. We have the cash, the credit and the ability to make it interesting for you. Will split profits. No investment. Only successful man will be considered. Address Box 494, Times, Downtown.

Advertising Solicitor—A large foreign-language daily nationally recognized as a result-producing medium, desires a good advertising representative in the national field; one with agency contact experience desirable. Box 495, P. I.

Circulation Manager to take charge of circulation department of a national magazine of a hundred thousand circulation, an experienced man with a thousand ideas on how to get subscriptions through agency, direct mail and premium promotion. The job offered needs a person who knows the game from the time of Adam. State full particulars as to experience and idea of your worth. Box 497, Printers' Ink.

Advertising Solicitor Wanted

Must be experienced. To work on Motion Picture Monthly. Our Magazine is published for one theatre in each city and contains local advertising. This is a quick-selling proposition and offers a big opportunity to energetic salesmen who can make good on commission basis. New England territory. The Movie Home Journal, 77 Washington St., North, Boston, Mass.

WANTED

Advertising Solicitors

To begin at once with a magazine having an average monthly circulation of 32,000 automobile owners in Chicago and immediate vicinity. You will find this a very interesting proposition and well worth investigation. We want men on commission basis only.

Write us of your experience and arrange interview. Address Box 512, Printers' Ink, Chicago Office.

ADVERTISING MAN WANTED

who has handled retail store men's wear publicity in all details. Thirty-five years old, or less, with record of accomplishment to which he refers in answer to this advertisement. The advertiser is a manufacturer of men's shoes, nationally distributed, seeking an exceptionally able man to head this department. Your answer should give full details, personal and business. Box 503, Printers' Ink.

IDEA MAN, agency experience preferred, for copy staff of large business paper.

One who can think up advertising plans, make market surveys and write copy for advertising campaigns. Should have a sufficient background of business experience in the metal and machinery trades field to give a sympathetic appeal to his work. Splendid opportunity for advancement. State experience, education and salary expected. Box 507, Printers' Ink.

WANTED—Advertising Man for a department store who really knows his business and who can write good copy and has some knowledge of merchandise. The business is an important one with connections with houses in several cities and there is a good opportunity for development for an ambitious young man who is willing to begin on a moderate salary and demonstrate his work. Reply to Box 489, Printers' Ink.

POSTER SALESMAN

One of the leading old-established Poster Lithographers desires an energetic, resourceful salesman in Eastern territory who can qualify with previous record on posters, or with an adaptable advertising experience. An excellent opportunity for an energetic salesman who has confidence in himself and who is ambitious for a permanent future. Box 499, Printers' Ink.

ADVERTISING AND SALES MANAGER

Competent, resourceful executive, with successful record in Planning and Selling Direct-Mail Campaigns. Must possess initiative; able to create business and hold it. Salary commensurate. Congenial surroundings and every assistance given in the development and promotion of ideas by a concern of the highest standing, recognized throughout the trade for the quality of its production. Give complete information as to past attainments before arranging an interview. Address N. E. Direct Advertiser, Box 492, Printers' Ink.

WANTED:

LIVE ASSISTANT TO ADVERTISING MANAGER

Somewhere in New York there is a youngster in his twenties who wants to be right-hand man to an advertising manager. He is keen and ambitious, with an eye for details. He knows how to handle printing and engraving and can edit a house-organ. He is a good correspondent. He is a self-starter and neither green nor dyed-in-the-wool. He expects a reasonable salary and the chance to develop. Write, if you are the man, giving particulars to Box 490, P. I.

MISCELLANEOUS

Book Manuscripts Wanted! Autobiography, fiction, business, religious, verse, travel—any subject. Immediate reading and report. Dorrance & Co., Publishers, 308-310 Walnut St., Philadelphia.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

POSITIONS WANTED

Artist—Pen and ink. Outdoor subjects, character studies and Western characters true to life in their own atmosphere. Suitable for magazine and newspaper advertisements, booklets and folders. Wishes free-lance work. Box 511, Printers' Ink.

YOUNG LADY, good education, seven years' advertising experience; desires to locate as Secretary to the Advertising Manager of a reputable concern. Please address Box 509, Printers' Ink.

ADVERTISING SALESMAN

thoroughly experienced, desires to represent national publication in the East; commission basis; references. Box 510, Printers' Ink.

Connection wanted, New York, by young man, 35, college and art training. Specialized in advertising by traveling window displays and exhibits showing how your product is made. Box 500, Printers' Ink.

TECHNICAL ADVERTISING WRITER

Experienced in copy and layout, 30, mechanical engineering and business trained; at present employed; desires whole or part-time position, N. Y. C. Box 505, P. I.

EDITORIAL

Young woman, college graduate, wide publicity and newspaper experience, wants to break into editorial field. Would start at nominal salary in position of real promise with magazine, publisher, or trade journal. Box 508, P. I.

I AM LOOKING FOR A POSITION—an opportunity to grow. Money doesn't matter. Am 28, married; have expert selling experience; wide knowledge of advertising and credit. Live wire with initiative and ambition to produce results. Box 515, Printers' Ink.

SALES PROMOTION MAN WANTS A JOB

Has thorough knowledge of planning and executing sales promotion and direct-mail campaigns, gained from nine years' advertising and merchandising experience. Box 514, P. I.

Competent and Experienced Display Solicitor and Copy Writer desires position with progressive daily west of Miss. River. Married man, good address, habits, etc., with highest reference. Will accept place July 1. Write W. O. Jones, 812 North Locust St., Peabody, Kans.

IDEAS

—in the form of Copy and Layout—that sell merchandise; 8 years' successful agency and newspaper experience. Prefer N. Y. position, but opportunity comes first. Box 501, Printers' Ink.

ART DIRECTOR, VISUALIZER AND WORKING ARTIST

Experienced in making up women's and technical publications. In good taste, design and color, his value has been proven. His knowledge of reproduction and printing with its physical limitations was gained through unusual experience. He is resourceful; still under 35; now employed, but wishes to make connections when he finds the right opportunity. Address Box 504, Printers' Ink.

WE CONNECT THE WIRES

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